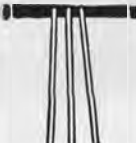




ABEL'S



PHOTOGRAPHIC



WEEKLY



Vol. XLVI No. 1190

SATURDAY, OCTOBER 11, 1930

PRICE TEN CENTS
\$2.50 A YEAR

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To the Indiatone family is now added the beautiful Porcelain Stipple surface in choice of white and buff stocks—another revelation of what a printing medium can be.

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<i>Smooth White</i>	<i>Cyltex White</i>
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The rich warm beauty of an Indiatone print never fails to impress. And it's a double-purpose paper, adapted to both contact printing and projection, with unusual ability to match with absolute certainty in an enlargement, the quality and tone of the contact print—obviously, no mean advantage.

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more than you are now paying, you can offer your customers the highest priced Master Mountings—so beautiful that you can easily get several dollars more a dozen. In other words, these extra dollars cost you only a few extra cents more than you pay for ordinary mountings. Also for a trifle more than you may be paying for less salable styles or quality you can get mountings which will make it possible for you to raise your smaller size prints one or two dollars a dozen.

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If that surprises you, take the time to look at our complete line when our salesman calls—or write our Special Service Department for information and suggestions.

THE CHILCOTE COMPANY

PHOTOGRAPHIC MOUNTINGS

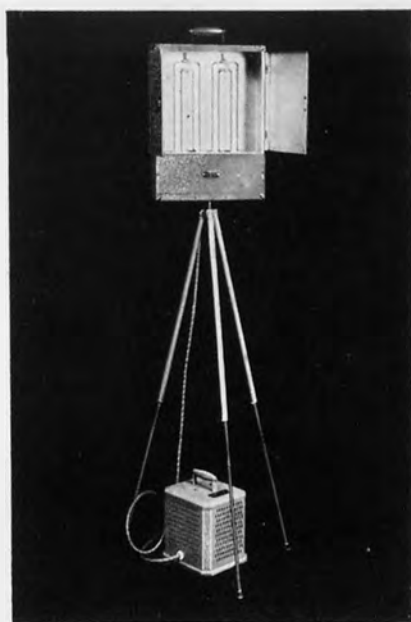
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CLEVELAND
OHIO

Number Nine in a series of advertisements designed to show photographers the way to bigger profits. Watch for Number Ten.

NEW—PORTABLE mercury-vapor light unit

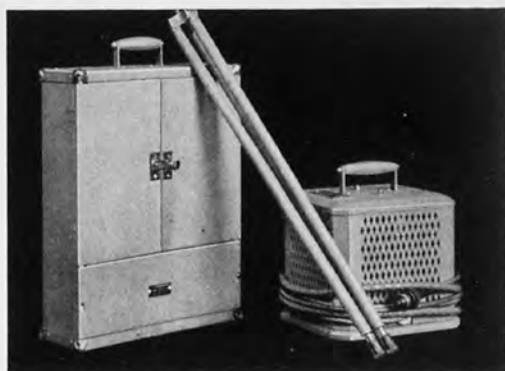


Above is new light unit mounted. At right—ready for carrying. Developed especially for photographers who do home portraiture work.



Join us in the General Electric Hour, broadcast every Saturday evening, on a nation-wide N. B. C. network

for portrait and commercial work and home movies . . .



PUT it in your car—take it out and set it up anywhere—and have perfect light for every portrait or commercial job! That's the remarkable advantage of the new, portable Cooper Hewitt mercury-vapor light unit just perfected by the General Electric Vapor Lamp Company engineers.

Made in three pieces—light unit, auxiliary and tripod—with handles for carrying. Tripod, at lowest position, is 2 feet high and may be raised to 6½ feet, to center of the light source. Light unit is an M-shaped tube of mercury vapor, mounted in a rectangular shaped metal box, 14 x 18 inches and 5 inches deep. Tripod and light unit together weigh 16 pounds. Total weight of entire outfit is 48 pounds. General Electric Vapor Lamp Co., 835 Adams St., Hoboken, N. J.

GENERAL  ELECTRIC
VAPOR LAMP COMPANY

(Formerly Cooper Hewitt Electric Company)

457 © G. E. V. L. Co. 1939

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ABEL'S PHOTOGRAPHIC WEEKLY

A JOURNAL FOR THE
PROFESSIONAL PHOTOGRAPHER

Founded by Juan C. Abel

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

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SATURDAY, OCTOBER 11, 1930

PRICE TEN CENTS
\$2.50 A YEAR

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

TO PREVENT loss or delay by mail, all communications and photographs intended for publication should be addressed to Abel's Photographic Weekly, 520 Caxton Building, Cleveland, Ohio.



In Passing By



THE NEW ENGLAND CONVENTION. We prophesied last year in our report of the Swampscott Convention of the New England Association that this organization was on its way to recovery after a series of lean years, and the reports we have received about the Convention recently held in Boston seem to bear out our opinion. There were more studio owners present than have attended a New England Convention in many years, and we believe that this can be counted to the credit of the extensive advertising campaign carried out months in advance of the Convention by President Slingerland and his associates on the Board. We were not absolutely sold on the program, because while it included a number of features of decided interest or entertainment value, there was not enough which could be applied directly to the betterment of the individual studio owner's business. Television, aerial photography and similar subjects, while interesting as lecture subjects, are not putting any money in the photographers' pockets, and this latter is what photographers go to conventions to hear. But those educational and business-getting features which were on the program were good enough in quality to make up for what they lacked in quality.

There was a very good picture exhibit, of course not as large as that which adorned the screens of the recent Middle Atlantic Convention, but not by any means lacking in quality, for the New England territory contains many fine workmen. The First Prize in the Portrait Class went to Chalmers Murray, Boston, Mass., who also walked away with the First Prize for the Best Portrait of a Man. Second Prize in the Portrait Class was taken by J. Chester Bushong, Worcester, Mass. First Prize in the Commercial Class went to J. Wm. Rodgers, Boston, and Second Prize to O. K. Bradbury, Waterville, Maine. Wm. Manahan, Hillsboro, N. H. (ex-president of the International) won First Prize in the Landscape Class, while Mrs. O. K. Bradbury, Waterville, was First Prize winner in the Col-

ored Print Class.

New officers are: J. Carroll Brown, Worcester, Mass., president; Archie McKeen, Haverhill, Mass., first vice-president; O. K. Bradbury, Waterville, Maine, second vice-president; William H. Rice, Quincy, Mass., secretary; Mrs. John Sabine, Providence, R. I., treasurer; A. A. Dunforth, Gardner, vice-president Maine; D. M. Banister, Claremont, vice-president New Hampshire; William Dineen, Willimantic, vice-president Connecticut; H. E. Stanley, Providence, vice-president Rhode Island; Edwin T. Houston, Montpelier, vice-president Vermont; A. L. Brown, Boston, vice-president Massachusetts; D. S. Reid, Moncton, N. B., vice-president Maritime Providence.

Master Photo Finishers to Hold Eighth Annual Convention in Jefferson Hotel, St. Louis, Mo., October 21st to 24th

GUY A. BINGHAM, Executive Manager of the Master Photo Finishers of America, writing to us about their forthcoming 1930 Convention, remarks as follows: "Exhibitors making reservations for St. Louis Convention now total three or four more than any year to date, and are still coming in so we look for a large showing from this standpoint. While photo finishers suffered a slight slump in July and August in much of the country on account of heat and drought, most are within 4% or 5% of last year for the first nine months. I rather imagine that this little slump will cause many to be more anxious than ever to learn all there is to know in order to keep ahead."

The photo finishers are noted for the ex-

the program features have not yet been definitely assigned to the various days, here are some of the most important:

What's It All About? Sigismund S. Blumann, Editor of *Camera Craft*, San Francisco, Calif. Mr. Blumann should be known by this time by most Master Finishers, as one of the finisher's best and most understanding friends. Mr. Blumann is an Honorary Member of the Association in recognition of his direct services to the profession and the Association. He is a scholar, philosopher, photographic artist, musician, editor, ex-business counsellor and humanist. An able speaker and knows the photo finisher and his problems. Everyone will enjoy hearing Mr. Blumann. He is invited to St. Louis as the guest of the Asso-



National Officers—Master Photo Finishers of America.
A. J. Cunningham, Pres., Wm. Burton, Vice-Pres., Fred B. Fountain, Treas., Guy Bingham, Exec. Mgr.,
Utica, N. Y. Kirkwood, Mo. Middletown, Conn. Rockford, Ill.

cellence of their conventions, and as the time is short we advise those of our readers who are planning to attend, that they get their reservations in to the Hotel at once. The fare-and-one-half privilege is extended to this convention, so, when you buy your ticket, be sure to ask for a "certificate," as without this you cannot get the half-fare rate on the way home. While

ciation especially to deliver the Eighth Annual Convention keynote address.

Efficiency in Large Plant Operation. Carl D. Newton, San Antonio, Texas. Mr. Newton, owner of America's largest finishing organization, has recently employed to great advantage and over a considerable period the services of a firm of technical experts on production efficiency. Some short cuts

THE WOMEN'S PAGE!

Established at the request of the President of the Women's Auxiliary, Photographers' Association of America, and conducted by Mrs. Charles Abel, Women's Auxiliary Press Reporter.

THE WOMEN'S AUXILIARY DINNER AT THE MILWAUKEE CONVENTION

(Concluded)

FOLLOWING this Jules Brazil of the National Broadcasting Co., New York City, sang several songs, ending with a very amusing French ditty in which he was ably assisted by Miss Jane Wherry Heathcote, color artist of Fond du Lac, Wis., which made a big hit with the crowd. Mrs. Frank Chambers, Philadelphia, Pa., former secretary of the Auxiliary made a little talk about the fiftieth birthday of the P. A. of A., and explained that there were three ways of growing old: gracefully, interestingly and antequely, and that the Auxiliary did not propose to do the latter. Mrs. Ed. F. Pittman, Dallas, Texas, told of their local organization, purely a social affair which has dances and parties and accordingly brings out a large attendance. She advised that other locals follow this plan. All of us then sang "The End of a Perfect Day," and with a final benediction by Mrs. Chambers, the annual meeting and

dinner came to a close.

Somehow or other, in writing this rather long story of the dinner, I have forgotten to mention the gifts made by the Auxiliary to certain of the ladies who had been particularly active. To Mrs. Charles Aylett, Toronto, Ont., wife of the International President and Chief Hostess, was presented a Cloisonne and gold compact; to Mrs. H. B. Wills, president of the Auxiliary, an electric clock in a mahogany case; to Mrs. Frank Free, secretary of the Auxiliary, a platinum and amethyst pin; to Mrs. Mutzbauer and Mrs. Leysenaar, Milwaukee ladies who did so much to entertain the visiting ladies—flowers. These presentations were made at the Country Club party on Thursday afternoon, the last day of the Convention. The money was raised for these gifts by donations from the ladies and did not come from the Auxiliary's treasury.

Among Us Girls!

Mrs. Harry Wills, president of the Women's Auxiliary of the International Association, and her husband, whose platform appearances draw crowds all over the country, were thoroughly surprised at the M.A.S. banquet, when the delegation from Harrisburgh Section Number Three, after parading around the room, stopped at their table and bestowed on them all sorts of wooden gadgets in celebration of their fifth wedding anniversary.

R. I. Gayley, of A. M. Collins Mfg. Co., Philadelphia, Pa., has been looking all pepped up lately over the arrival of Patricia Jane, weight seven pounds, who was born to Mrs. Gayley on August 27th at Anderson, S. C. Many good wishes to the Gayleys and the new arrival.

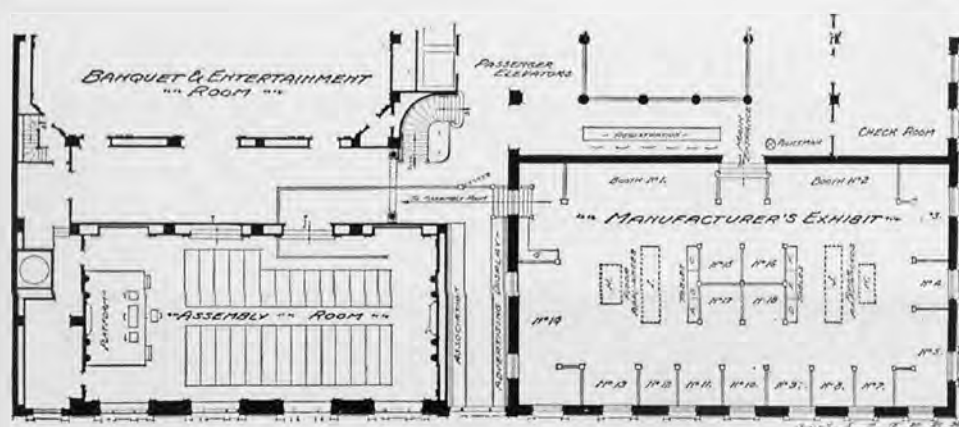
Miss Ella Carr, formerly of Minneapolis, Minn., recently purchased the Smith Photo Studio, Chetex, Wis., from Miss Gladys Smith, who has accepted a position with the Universal Producing Company, Durant, Okla., and will travel in the mid-western states coaching players for this organization. The studio was started by J. A. Smith in 1908, who conducted it until his death about four years ago.

Mrs. Audrey Bostdorff, formerly with the Bachrach and Metzger studios, has opened a new studio in the Hotel Traylor, Allentown, Pa., with Charles Connors, for seven years with Bachrach, as her associate. They will specialize in home portraiture and miniatures.

The Raven Studio, Wadena, Minn., has been purchased by the Misses Nellie and Martha Nelson, formerly in business in Crosby, Minn., for about 15 years. They took possession September first, and have remodeled and redecored the entire studio, which will be known in future as the Nelson Sisters Studio.

Mrs. E. H. McNamara, whose husband is a popular Eastman demonstrator with headquarters in Buffalo, N. Y., Mrs. McNamara herself is an active member of the Women's Auxiliary of the P.P.S.N.T., and has many friends among the ladies.





Floor plan for the coming convention in St. Louis of the Master Photo Finishers of America.

and systems which any large photo finisher might use.

A Sales Demonstration at the Counter. Wm. G. and Roa Meuer. Wm. G. and Roa Meuer, who operate highly developed Camera Shops at both Madison and Milwaukee, Wisc. An actual dialogue demonstration of what might be considered the wrong as well as the right way for a retail sales assistant at the photo counter to suggest and present various items and services offered by such a department. You may look for a little humor mixed with sound sales sense developed by actual successful experience.

Minding Your Own Business. A. Haanstad, President Colorado Division, Denver, Colo. Mr. Haanstad is owner and operator of one of the country's most intensively operated camera shops. Showing how a profitable retail business can be built and held by offering personal attention to every customer, regardless of photo service or suggestion needed. A treat for all, especially retail store operators.

Some New Ideas in Advertising Photo Finishing. Albert A. Hansen, National Territorial Vice-president, San Francisco, Calif. Mr. Hansen, former head of Indiana State University Agricultural Extension Department, has during the past two years so successfully taken over and intensified the trade position of the Bear Film Company, San Francisco, already one of the outstanding Finishing organizations of the country. Brings new publicity and advertising ideas to the profession.

Profitable Sales and Contact Work with Large City Dealers. Walter W. Hicks, President District of Columbia Division, Washington, D. C. The Hicks Photo Service have been especially able in their program of dealer contact. Many large city photo fin-

ishers either do not find (or feel they cannot afford) the time, or that dealers do not appreciate periodic and seemingly unnecessary calls by their photo finisher or his sales representatives. Walter W. Hicks has proven differently and to the firm's profit. Also covering matter of heavy jobbing of cameras to many retail firms in large cities.

How Far Can the Average Finisher Use a Budget System for Finance Control. Edwin E. Mayer, Treasurer of holding company for Sawyer Service Companies, Portland, Ore. Mr. Mayer has always been noted as especially wise on matters of finance and during past year as treasurer and office manager for a holding company which has combined a commercial photographic business and a western scenic business with that of Sawyer Service. We are certain that Mr. Mayer has gained a knowledge of finance control which will well enable him to handle this seemingly technical subject in language which the finisher can understand, planned to outline only such a budget plan as can be used by average sized finishing businesses.

A Good Business from a Small Town. G. W. Tamlyn, former President of Michigan Division, Fenton, Michigan. Mr. Tamlyn is well known in the profession because of his ability to reap a large general photographic business from a town of little more than three thousand population. There is a reason and G. W. Tamlyn (known as "The Camera-Man" for miles around Fenton) happens to be an able and interesting talker. Methods well illustrated with slides.

Handling Out-of-Town Accounts. Guy A. Bingham, Rockford Photo Service, Rockford, Ill. Mr. Bingham, whose firm while always having a fair city business, has also

made a business of profitably taking care of all of the out of town dealers who could be obtained, instead of just taking care of those who happened to ask for service as so many finishers are content to do. Methods of solicitation. Keeping in favorable contact. Pick-up and delivery schedules and problems. Order and shipping system. Holding accounts and making it pay.

How Can I Be My Own Efficiency Engineer, Glen M. Dye, President Pako Corporation, Minneapolis, Minn. The Pako Corporation in connection with their own photo laboratories have always kept accurate production records. Mr. Dye, by nature, is a business analyst. From a series of articles by Mr. Dye, run several years back in *Developments*, all know that he is able to reduce a more or less technical subject to language which the average finisher can grasp. As long as so large a per cent of photo finishing income goes into production expense, photo finishers can well afford to interest themselves in the subject of efficiency in production. A dollar saved on production immediately becomes an extra dollar for dividends.

Accounting Systems for Photo Finishers, L. V. Locker, Chair of Accountancy Loyola University, Chicago, Ill. Mr. Locker has investigated needs and installed complete but simplified accounting systems for several Chicago Master Photo Finishers during past year. Talk illustrated with charts and slides of accounting forms and operation of systems.

Some Figures and Comments Based on Current Master Finisher Amateur Photo Census, S. C. Atkinson, National Territorial Vice-president for Canada, Regina, Sask. Advance report of trend of answers received up until Convention time in connection with the Association's Amateur Photo Public Census, now being taken through the co-operation of hundreds of Master Finishers in every part of the country. Some mighty interesting information certain here.

An Announcement of Vital Importance by the Eastman Kodak Company, O. J. Pardee. Being a resume of the Third Year part of the Eastman Five Year Plan for stimulating use of the camera by all of the public. This will be the original announce-



The Thriller! While the crowd held its breath during this bicycle rider's act, Fred Hess & Son, Atlantic City, N. J., were exposing a Hammer Press Plate. This is just one of the many attractions to be seen daily on the Steel Pier at Atlantic City.

Special Supplement to Abel's Photographic Weekly
Vol. XLV, No. 1190, October 11, 1930
Series II, Sample Studies No. 213



Three Portraits by the Greninger Studio, Renovo, Pa.



Criticisms



By J. ANTHONY BILL, Cincinnati, Ohio

October 11, 1930

(See portraits on opposite page)

THREE portraits by the Greninger Studio, Renovo, Pa. There is not very much merit in these pictures except that the expressions are good. The outdoor background and the indoor setting are not good in the two lower pictures. The subjects are also placed badly against the background. The portrait at the top of the page has the best action. The posing of the baby on the floor is a lot more natural than the other two. The floor line is harsh, but could have been improved by using a lighter rug or a darker background. These are all salable baby pictures for they have expression.

ment of the Eastman 1931 business building plan. By far the largest program of any to date.

General Discussion Topics: Whoope Book Sales Methods. Border Print Trend and Problem. What Does Customer Consider as Quality in Snapshots? Photo Christmas Card Experiences. Portion of Summer Slump Due to Weather? Depression?

Some Interesting Angles in Direct-by-Mail Business, Carl H. Rise, Rise Studio, Rapid City, S. Dak. Quite a few photo finishers handle some direct by mail business and these know quite well that a successful photo finishing business direct with the customer through the mails means a very different type of business than retail over the counter or wholesale through dealers. In some sections a direct-by-mail business can be made an important and profitable branch of a photo finisher's business.

New York Society Early in Field with Information on 1931 Convention

THE Professional Photographers' Society of New York, headed by Walter Scott Shinn of New York City as president, are taking a leaf from the book of the Middle Atlantic and O-M-I Associations, and getting busy right off the bat with their plans for their 1931 Convention, to be held January 26th to 29th, inclusive, at the Hotel Pennsylvania, New York City. The last convention of this organization in New York City was also held at the Pennsylvania, and many will remember what a highly successful meeting it was and what a fine program was offered. Knowing Walter, and the others he has helping him, we expect to

see one of the best conventions New York has ever held next January.

The first announcement is one of importance. One hundred dollars in cash is being offered by Pirie MacDonald, New York City, for the best portrait of a man. The competition is open to the world, and the award will be made on the basis of 75 points for characterization and 25 points for technique. Prints must be unframed, and any size under 16x20. Prints will be returned, but \$1.00 must be sent for repackaging and postage. Foreign contributors should mark their packages "Print for Exhibition Only, to be returned." Closing date for exhibits is January 15, 1931, and all prints should be sent to Walter Scott Shinn, president, 554 Fifth Avenue, New York City.

Special Railroad Rates for 1931 O-M-I International Convention

NEVER before has the O-M-I Association made any special effort to obtain reduced railroad rates for its conventions, but their continued growth and the fact that they are attended by photographers from all parts of the country, has made this step necessary for 1931. Already exhibitors from as far West as Hollywood, California, have signed contracts for space, and already photographers from the extreme limits of the country have signified their intention of attending. To these people a reduction in fare means the saving of many dollars, and therefore the Board are now arranging for a special fare-and-one-half rate, under the usual certificate plan, for all of those who come to Cedar Point by rail. So when you make your plans to attend the 1931

O-M-I International Convention, at Cedar Point, Ohio, August 3rd to 7th, next year, and start figuring what the trip is going to cost, remember you will save 25% of the railroad fare right off the bat. Complete information regarding this feature will be published at a later date.

No matter what kind of a vacation you are planning for next summer, be sure to include the Cedar Point Convention as part of your trip. You will never regret it.



Laws Which Affect the Photographer, by Leo T. Parker, 6 1/4 x 9 1/4, 192 pages, unillustrated. Cloth, \$3.00 postpaid. The Abel Publishing Company, 520 Caxton, Bldg., Cleveland, Ohio.

Many articles on the legal difficulties which may beset the photographer have appeared in this and other professional photographic journals, but never before has all this mass of information been gathered into book form and made available for reference. This book includes all of the articles by Mr. Parker which have been published over the last three years in ABEL'S PHOTOGRAPHIC WEEKLY and *The Commercial Photographer*, and in addition several others, specially written, as well as release forms for models, advice on insurance policies and other information of extreme value to every studio owner. All of the articles previously published have been thoroughly revised and brought up to date, and following each chapter is a list of the citations of actual law cases bearing on the subject discussed.

This book will enable you to avoid many troubles, and if you do get into legal difficulties, the citations will be of great value to your own lawyer. Each purchaser is entitled, without further cost, to receive additional advice should he require it. Pre-publication orders have already exhausted the greater part of the edition, and we advise those who have not already put in reservations for copies to order promptly.

Photography, Theory and Practice, by L. P. Clerc, translated from the French and edited by George E. Brown, F.I.C., Hon. F.R.P.S., editor of "The British Journal of Photography," 7 1/4 x 10, 566 pages, 1 full page plate and many text illustrations. Cloth boards, \$10.25 postpaid. Order through The Abel Publishing Company, 520 Caxton Bldg., Cleveland, Ohio.

This is an English translation of *La Technique Photographique*, for years the leading French work on photography. It is a monumental piece of work, covering all branches of the art and most of the known methods. While the author claims that he has made no attempt to compile an encyclopaedia, the work is so complete and so important that it can hardly be considered in any other light. The treatment throughout is practical and authoritative, in which we have a further guarantee in the name of Mr. Brown, who would not lend his name, even as translator or compiler, to any work which could in any way be open to criticism. As American books go, the price of \$10.00 will seem high. A glance or two, however, at the book itself will readily convince anyone of its value as a reference, and that the price of \$10.00 can certainly be considered as a first-class investment. The publishers have done a real service in making the book available for American readers.

'Tis Here-Maybe



Michael S. Lowe, at one time a photographer in Greensburg, Pa., died late in July in St. Cloud, Fla., where he had made his home for some years. He was 90 years old.

Bert J. Fisk, photographer in Elroy, Wis., for 25 years, died in that city late in August at the age of 57. He had been ill for five years as the result of a paralytic stroke suffered in 1925.

The executive committee of the Arizona Associated Photographers met at the studio of A. R. Buehman, president, Tucson, on September 19th, to complete plans for their convention, which will be held in October.

Photographer: "Do you want a large or small picture?"

Sitter: "A small one."

Photographer: "Then close your mouth, please."

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This oft-noted characteristic of Agfa Portrait Film is now available not only in the regular orthochromatic emulsion, but in the new Agfa *Panchromatic* Portrait Film as well—a panchromatic film that loses nothing in brilliance and sparkle because of its sensitivity to the full range of colors in the spectrum.

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CHICAGO, ILLINOIS

N. E. Beyette, located in Caro, Mich., for the past 11 years, has sold his studio to C. C. Gates, formerly of Romeo, Mich., who is already in possession.

F. E. Dawson, photographer of Quantico, Va., has been taking a vacation in Columbia, S. C., where he has been recuperating from an attack of sleeping sickness.—"Red" Harrison, Chilcote Company, Cleveland, Ohio.

Over the telephone in a Lincoln, Nebr. studio: "Do you keep open Sunday?" "No, madam, by appointment only." "Well, the reason I ask is that my finance will be in town." After which the studio force got a good laugh, though "Chick" Bellemere, Defender representative who sends this in wonders if the young lady did not possibly use the right word after all.

Arthur R. Ishiguro, who operates a photographic studio and Asiatic gift shop in Milton, Pa., has been making an extended tour of Europe and Japan for the last four months, and just recently returned. His wife and family were with him. Matthew Piedi managed the business in Mr. Ishiguro's absence.—Will T. Houston, Eastman demonstrator, Bloomsburg, Pa.

The Wisconsin Valley Photographers' Association was organized on September 17th with a fine representation from a number of cities. Dorr Curtiss, of the Eastman Kodak Company was the principal demonstrator. At the dinner which closed the meeting, organization was completed and it was decided to hold sessions monthly, the next to be in Stevens Point on October 22nd. Officers elected were: Gust. Tobur-en, president; Edward Dake, vice-president; K. F. Davison, secretary-treasurer.

The Portrait Photographers' Society of Greater Cleveland, held one of its best meetings to date on September 25th at the Bill Studio, with over 31 studios represented and an attendance of about 50. Don Chapman, Secretary of the International Association, described the plans and policies of that organization for the next two years, and was followed by George Edmondson, who criticized a large number of prints made by the members of Messrs. Carver of the Eastman Kodak Stores and Etz of the Dodd Company, two popular salesmen. The next meeting will be held in October at the Lapka Studio.

Statement of the Ownership, Management, etc., of ABEL'S PHOTOGRAPHIC WEEKLY.

for October 1, 1930

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Signed

CHARLES ABEL, Editor.

Sworn to and subscribed before me this 2nd day of October, 1930.

H. W. SLACK, Notary Public.

(Seal)

(My commission expires Jan. 8, 1932.)



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Made from
2" to 14"
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LET THE ACTUAL RESULTS DECIDE
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Your reputation as a photographer is judged solely by the average quality of the work you produce. It follows therefore, that you should use only such materials as will enable you to do your best.

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People who won't spend extra money at other times will buy miniatures for Christmas gifts. Pick out some of your best negatives made the past six months and get busy on the telephone. It will pay.

*Then, to be sure of good profits and pleased customers,
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ILEX PARAGON

Anastigmat F:4.5

A general purpose lens of positive "Snap" and "Brilliance" combined with speed and great covering power.

ILEX OPTICAL COMPANY
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Arthur Duckenfield, Civil War veteran and retired photographer, died of heart disease on September 21st at the home of his daughter in Clementon, N. J. He conducted a studio in Kensington, Pa., for many years.

The studio of Frank H. Beamer, well known photographer of Buffalo, N. Y., was completely destroyed by fire early on the morning of September 26th. Mr. Beamer's loss is well over \$10,000, not to mention the complete destruction of his negative file. We sincerely hope Mr. Beamer will manage to get himself re-established in time to take advantage of the fall and Christmas business.—E. H. McNamara, Eastman demonstrator, Buffalo, N. Y.

COLORING

STEADY INCOME by coloring photographs. Learn at home the professional way of oil and water coloring. Practical highly approved course on Portrait, Landscape and Commercial work. Five dollars per course. Inquiries answered. Avenir LeHeart, 544 A Castro, San Francisco, Calif. 9-20-TF

BIG PROFITS IN MINIATURES! But much greater profits if you paint them yourself. Don't dabble with cheap colors and get poor prices. Let our skilled artists teach you the real art of painting. A few orders pay for course and wonderful sales ideas. Satisfaction or money back. Write today for free booklet and profit making suggestions. National Art School, Inc., Dept. 92100, 1008 N. Dearborn St., Chicago, Ill. 10-11-1



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Ask Us!



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 of national reputation below 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 quickly as we can write the proper person and get back a reply. Those of general interest will be published, initials only being used and even those omitted on request of the writer. Letters should be addressed to the proper editor in care of ABEL'S. In case you don't know which editor to address, or if your problem is not covered in this list, write the ASK US! Department anyway and we will get the information for you somewhere.

Portrait Photography:

COMPOSITION IN PORTRAITURE—Nicholas Haz, F.R.P.S.
COST FINDING—Ed. E. Sheasgreen.
COUPON AND SOLICITATION PROBLEMS—Mrs. Harry Willis.
HOME PORTRAITURE—Fred R. Bill.
RECEPTION ROOM PROBLEMS—Mrs. Helen G. Stage.
WHITE BACKGROUNDS—Frank R. Bill.

Commercial and Industrial Photography:

AERIAL—Arthur P. Bancroft.
ARCHITECTURAL—Harold H. Costain.
CIRKUT WORK—John E. Ertler.
COLORING GLOSSY PRINTS—M. M. Hampton.
COST FINDING—W. E. Dobbs.
FURNITURE—"Jim" Thompson.
GENERAL WORK—Harry J. DeVine.
NEWS AND PRESS WORK—John Ertler.
PHOTOMICROGRAPHY—Charles H. Shipman.

Photo Finishing:

LARGE PLANTS—David S. Merriam.
IN THE ORDINARY STUDIO—Adam Bauer

Miscellaneous:

ACCOUNTING SYSTEMS—Ed. E. Sheasgreen.
AIRBRUSHES AND AIRBRUSH EFFECTS—J. A. Paasche.
BROMOIL—Charles H. Shipman.
COLOR PLATES—George M. Edmondson.
COLORING AND PAINTING ON PHOTO CANVAS—Lucile Robertson.
COLORING IN OILS—Martha Pyke Holling.
COLORING WITH WATER COLORS—M. M. Hampton.
DARK ROOM DIFFICULTIES—Philip R. Slater.
DESENSITIZING—John G. Marshall.
FLASH POWDERS AND FLARES—John G. Marshall.
GENERAL TECHNICAL PROBLEMS—W. H. Leman.
LEGAL PROBLEMS—Leo T. Parker, Attorney-at-Law.
LENSES—Charles H. Shipman.
MOTION PICTURE PHOTOGRAPHY—Eugene J. Cour.
MOUNTING AND ADHESIVES—Nat. Heiman.
RETOUCHING—Crosby M. French.
STUDIO DECORATION—Mrs. Fred R. Bill.
STUDIO FLOOR PLANS and LAYOUTS—Deck Lane.

ABEL'S PHOTOGRAPHIC WEEKLY
520 Caxton Building Cleveland, Ohio

NATURAL TINTS

IN ALL YOUR PRINTS

THE **PEERLESS** WAY

ASK YOUR DEALER FOR INFORMATION

Infringement of Copyright. I made a photograph for a newspaper and at once had it copyrighted. Right afterwards two other papers ran the picture. I had copyrighted it especially to keep one of these papers from using it. The first offender loaned the cut to the other. Another paper has used the title of the picture. What can I do about that?—Name omitted by request.

Answer by Mr. Parker: If you had imprinted on the copyrighted picture the notification "Copyrighted 1930 by (your name)," this notification is legal and anyone who infringes the copyright is liable to you. My advice is that you send notice to the infringers, through a reliable lawyer who specializes in copyright law, and demand damages. If the infringer is not willing to compromise, then you will have to file suit in order to recover. The copyright law requires that the above notification, or its abbreviation, be imprinted on the photograph before it is filed for registration. If you did not do this, you would not be entitled to damages. If, however, you had the proper notification on all prints which you published or sold, the fact that an infringer removes the notification from a cut or print does not invalidate your copyright. On the other hand, if you have published one or more prints or cuts without the notification, your copyright is invalid. You would not be entitled to damages for infringement of the title because various Courts have held that a title is not subject to being copyrighted.

Paying Money to a Salesman. I paid \$13.00 to a salesman representing a concern manufacturing artificial lighting equipment. He has cashed my check, but the firm has not sent the lamp, and on my writing to them direct they replied that they had received no order from the salesman to send me a lamp and know nothing about it. Also they say they have no idea where he is and have not heard from him for several months.

DEFENDER

VELOUR BLACK

For Prints by Projection

DEPEDED UPON for those qualities in which it excels — fidelity to negative scale, ease of manipulation, beauty of tone, speed in printing — qualities which give expression to the best work in portrait or pictorial photography.

A choice of seventeen surfaces in paper stock and—Velour Black Canvas (*Fabric*)

*Ivora—for Miniatures and DeLuxe Portraits

*IVORA: The Velour Black emulsion on white translucent film base.

SURFACES

*Glossy
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 Matt
 **Veltex
 Platinum Matt
 Buff Platinum Matt
 Platinum Luster
 Buff Platinum Luster
 Rough
 Buff Rough
 Silk
 Buff Silk
 Maroquin
 Buff Maroquin
 White Rough - Medium Weight
 MonOkroM
 (Rough Luster)
 Coral-Pearl-Jade-Turquoise
 MonOkroM
 (Silk)
 Coral - Jade
 Canvas
 (fabric)
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 (film base)
 *Single or Double Weight
 **Single Weight only

DEFENDER PHOTO SUPPLY COMPANY, INC.
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Your Real Profit

is not in the first dozen or half dozen prints, but in the sidelines they give you a chance to sell.

Leather frames, folders and photograph cases offer something different. You can price them to suit everybody.

May we tell you more about them?

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1001 W. Washington Blvd.
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Blum's Photo Arts

In the Service
of the Profession

Creating those things for the Photographer that increase his profits . . . his prestige . . . his standing in the community as a professional man.

Some of these specialties are Water Colors, Oil Effects, Luminous Astro Tones (a special Blum creation), Etchings, Paintings on Porcelain, Miniatures of every description.

The Restoration of the original charm of old prints . . . Daguerreotypes . . . snap shots.

These are only a few—not to forget Gum Prints and Carbons for the pictorial worker.

A clientele of more than 5,000. Briefly that is what our organization means to the profession.

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XENAR

f3.5

FULLY CORRECTED ANASTIGMAT LENSES

Free trial and comparison with highest priced lenses
New Catalogue on request.

Sole Agent **BURLEIGH BROOKS**
136 Liberty Street New York City

They disclaim any responsibility, but state that they are trying to have him apprehended and will advise me if they do. This happens to be a firm which does not advertise, and of which I never heard before.—Name omitted by request.

Answer by Mr. Parker: It will be useless for you to sue the manufacturer to recover the money which you paid to the salesman. This is true whether or not the salesman was employed by the manufacturer at the time you paid the money. The law is well established that a salesman has no implied authority to collect money from a customer and that a purchaser who pays money to a salesman, without receiving instructions from the manufacturer to do so, cannot recover his money from the manufacturer if the salesman fails to account for it. Your only recourse is against the salesman if you can locate him. You can sue and recover the amount from him, or he is liable for criminal prosecution since in accepting this money he obtained it under false pretenses. Never pay money to a salesman unless you receive positive instructions and permission from his employer, as a salesman's implied authority is merely to solicit orders. He cannot enter into any valid contract regarding the quality of the merchandise, nor can he make valid changes in written contracts supplied by his employer.

Removing Emulsion from Films. *We are planning to use celluloid instead of glass in our 8x10 frames. We have a lot of old negatives and would like to know if there is any way of removing the emulsion without injuring the celluloid or destroying its transparency.—U.A.L., Buffalo, N. Y.*

Answer by Mr. Slater: To strip emulsion from film negatives, immerse in: Caustic soda—100 grains; Formaline—100 minims; Water—10 oz. When the film can be rolled back with the finger, remove and place in: Hydrochloric acid—250 minims; Glycerine—250 minims; Water—10 oz.

Get Your Proofs Out On Time



THE PERKINS HI-POWER PROOFING MACHINE is equipped with a powerful 25 ampere, 110 volt single arc lamp and assures:

QUANTITY PRODUCTION
PERFECT PROOFS

Takes very small floor space. Handles all sizes including 8"x10".

*Simple in Construction
Economical and Reliable in Operation*

Price \$95.00

The Photogenic Machine Co.
YOUNGSTOWN, OHIO

This Washer Will Help Cut Production Costs

The Fall and Winter season is the time to rearrange production to reduce costs. Each saving in costs means added profits for you.

Print washing is one place where you can probably save money. The PAKO WASHER will take 250 average amateur prints and thoroughly wash in about 15 minutes in pure water. Prints up to 10x14 may be handled with equally satisfactory results.

Perforated drum rotates gently in constantly changing water. Circulation keeps prints separated and protects edges and corners. Drum raises from water and keeps hands dry. Cover serves as drain tray. Needs no attention except loading and unloading. Send for further details and prices.

PAKO CORPORATION

1006 Lyndale Avenue North
Minneapolis, Minnesota



Strongly built. Attractively finished. Electrically driven — standard 1-20 H.P. motor. Size 37" long, 24" wide, 36" high. Comes complete with motor.

Classified Advertising

CASH MUST ACCOMPANY ORDER. ADVERTISEMENTS NOT ACCOMPANIED BY REMITTANCES WILL BE RETURNED, except that Help Wanted, Retouching or Coloring advertisements, when desired, will be repeated until order is cancelled. No display permitted. First two words are set in capitals without extra charge. If additional words are to be set in capitals, the price is double the rates quoted below. Unless advertisements are typewritten or printed plainly, we cannot be responsible for inaccuracies.

SITUATION WANTED: 2c per word. No advertisement less than 50c.

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

RETOUCHING, COLORING, STUDIOS FOR RENT, STUDIOS WANTED, MISCELLANEOUS: 4c per word. No advertisement less than \$1.25. **STUDIOS FOR SALE:** 6c per word. No advertisement less than \$1.50.

ANSWERS IN OUR CARE: When box numbers are wanted, add five words to your total, and then an additional 25c for each insertion to cover cost of clerical work and forwarding. Advertisements requesting or offering to send samples will not be given box numbers.

WHEN PRINTED: Advertisements received on or before Monday noon are published the following Saturday. After Monday noon they are held for the following issue.

DEPOSIT SYSTEM: When selling goods to, or purchasing from strangers, you can avoid risk of loss by using our Deposit System. If using this system, the words "Deposit System" must be included in your advertisement. The buyer writes the seller that he wishes the goods sent for examination and at the same time sends his check for the amount to us, made out to The Abel Publishing Company, 520 Caxton Bldg., Cleveland, Ohio. When we receive the money we advise both parties, and the seller does not send the goods until so advised by us. If the buyer is satisfied he writes to us within three days after receipt of the goods, whereupon we send the money, less a commission of 1% (minimum 50c), to the seller. If the buyer does not approve the goods his deposit is not returned until the seller advises that goods have been received in condition as sent. When so advised, we then return the deposit to the buyer less only the minimum commission of 50c. Transportation charges are paid by the buyer, but in event of no sale, and subject to there being no different agreement between the parties, each pays charges one way. Seller takes risk of loss or damage in transit. Any disputes must be settled between the parties concerned, in which case we hold the deposit pending settlement and advice from both parties. The Abel Publishing Company accepts no responsibility other than that of holding the deposit until each transaction is completed to the satisfaction of both parties. **GOODS MUST ALWAYS BE SHIPPED DIRECT TO THE BUYER AND NOT TO US.**

PORTRAITS IN OILS, Miniatures, Kotava and paper prints. High class work. For particulars write to Jane Heathcote, Fond du Lac, Wisconsin. 10-11-2

RETOUCHING

EXPERIENCED RETOUCHER has time for more work. Fine enough to enlarge. Corrections made to order. Also color work. Prices reasonable. Mabel E. Storey, 131 Central Street, Leominster, Mass. 10-11-8-C

RETOUCHING WANTED—Fine, smooth or stipple work. Quick service. Terms reasonable. Jessie Cason, Professional Retouching, Leesburg, Lake Co., Fla. 10-11-1-C

I Buy Film and Glass

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

P. H. KANTRO

PORTAGE, WIS.

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—A good all around man for a permanent position. Must be good retoucher. State experience and salary wanted in first letter. DeLuxe Studio, 403 South Adams St., Peoria, Ill. 10-11-1-C

COUPON AGENT wanted for established studio in heart of city. Write to A. Esposito, 841 Chapel St., New Haven, Conn. 10-11-1

WANTED—GOOD man to travel and make sittings in nearby towns on commission. Good proposition. Would accept right man as partner. Address B-4, care of this journal. 10-11-1-C

STUDIOS FOR SALE

FOR SALE—Leading portrait and commercial studio in medium size town in Central Ohio. Best reputation, fifteen years in business, good lease, fully equipped, up to date, with many contracts on hand. Money maker, \$5,000 down, balance terms. Address M-3, care of this journal. 9-27-3

FOR SALE—Reynolds Studio, Rutland, Vermont. Electrically equipped. Best location, well established. Selling on account of eyesight. Rare bargain for cash. Write E. E. Reynolds, Fair Haven, Vermont. 10-4-2-C

EXCEPTIONAL OPPORTUNITY. The complete photographic studio of Edward Thayer Monroe, 554 Fifth Ave., New York. Retiring. Act quickly. Studio modern in every respect. 10-11-1-C

STUDIO FOR SALE in the best small town in Ohio. It surely will pay you to investigate. It will sell cheap on account of ill health. B. W. Drake, Richwood, Ohio. 10-11-1-C

FOR SALE—Studio in southeastern Kansas, doing good business, and handling frames, Kodaks and supplies. Established 35 years, and good reputation. Owner wishes to retire. Cash \$3,500.00. No payments. Newman's Studio, Chanute, Kans. 10-11-1

FOR SALE—Kansas City's finest studio, also best located. Very reasonable rent. Will be sold for the best offer. Reason—failing health. Description—reception room finished in green, gold and rose. Beam ceilings, couch den, and beautiful oil paintings. Hand carved furniture finished in gold and green. Immense mirrors, fancy green leather wall settees, art glass canopies over top, beautiful lighting effects, private office, private order room, cash register, safe and things too numerous to mention. Wonderful camera room with everything your heart desires. Something new in making backgrounds of anything you can think of. Nothing like it in America. Everything first class. This studio has photographed 140,000 people of Kansas City. No coupons, but would be a wonderful layout to do so. Somebody is going to get a real place and the best offer takes it. Can't wait until Christmas is over. It will pay you to look at it. Terms, cash enough so I know it is sold. Coffey Studio, 1117 Walnut St., Kansas City, Mo. 10-11-1-C

—When you write to Kantro—please mention ABEL'S—

YOUR ASSISTANCE IS NEEDED
to create the
New Photographic Industry

The
PHOTOGRAPHIC GREETING CARD

Easy to make — Exceptionally profitable

Write for free Catalogue to

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PRESTO MFG. CO.

7325 PENN AVE.

PITTSBURGH, PA.



Bausch & Lomb
Lenses

*Admittedly without
a superior.*

Bausch & Lomb Optical Co.,
Rochester, New York



Mimosa
High Speed—Brilliant Modulation
with Orthotype.

The quality of Mimosa Papers is attested to by professionals and amateurs everywhere who discriminate in favor of the best.

Orthotype is a specially prepared paper for modern enlarging machines. Its high speed, warmth of tone together with brilliancy and harmonious modulation in the lights, are the characteristic features. It has practically the speed of a good Bromide paper, possessing at the same time the wonderful gradation of Chloride paper.

Papers

Mimosa American Corporation
764 Third Avenue - New York City

—When you write to Presto, Bausch & Lomb or Mimosa—please mention ABEL'S—

FOR SALE—Portrait studio in **HOLLYWOOD**, in heart of motion picture industry. Close to shopping district. Established seven years. Doing nice business in spite of depression. Details on request. Hollywood Station, Box 1142, Hollywood, Calif. 10-11-1-C

SITUATION WANTED

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

YOUNG MARRIED MAN desires permanent position in midwest. Several years experience in all around photography. Paul I. Cook, 815 E. Washington St., New Castle, Pa. 10-4-2-C

YOUNG MAN, Thirty, retoucher, desires studio position. Western state or Cleveland preferred; elsewhere if permanent. Wire or write C. Black, State Hotel, San Francisco, California. 10-4-2

POSITION WANTED—As printer or general assistant by young married man. Institutional training and six years practical experience. Capable of doing good work in all branches of portrait photography. Beginning salary not as important as permanent employment, congenial surroundings and opportunity for advancement. Photographer, 271 Beacon St., Greenville, S. Car. 10-4-2-C

SITUATION WANTED—Operator, twenty years with leading studios in country. George Herlick, 961 Tiffany St., New York, N. Y. 10-11-2-C

POSITION WANTED—by lady. Good retoucher, general assistant and oil coloring. Fifteen years experience. Can go anywhere. Write H-I, care of this journal. 10-11-2-C

ALL-ROUND man; twenty years' experience with leading studios; neat; thorough; good home portrait artist. Want immediate and permanent connection as am married. R. G. Brown, 3738 Wisconsin St., St. Louis, Mo. 10-4-2-C

RETOUCHER DESIRES position where good smooth work is appreciated. Can assist with other work. Send negative for sample of work. Harry Blodgett, Colebrook, N. H. 10-4-2-C

MISCELLANEOUS

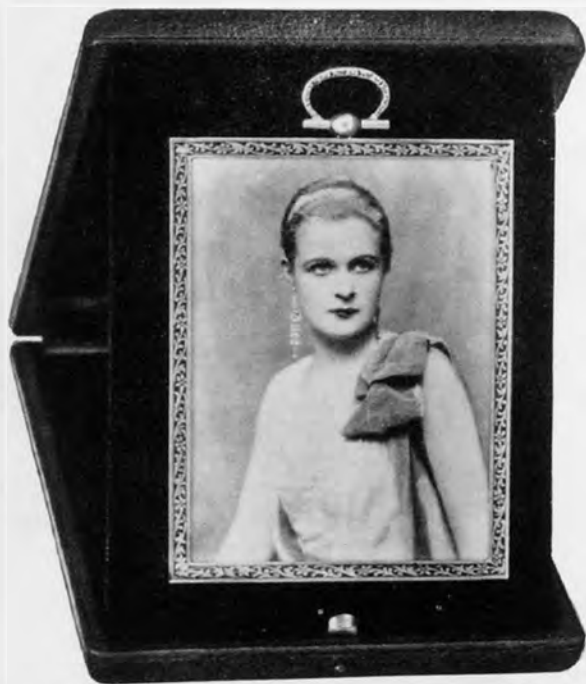
BACK ISSUES OF ABEL'S PHOTOGRAPHIC WEEKLY wanted. Any issues from Vol. 1, No. 1 to Vol. 6, No. 157, inclusive, or any complete volumes during that period. Also any or all of the following issues Vol. 8, Nos. 184, 190, 193, 194, 195, 197, 199, 201, 203, 205, 206, 207, 208; Vol. 9, Nos. 216 and 217; Vol. 11, No. 271; Vol. 12, No. 291. State what you have and your price. The Abel Publishing Company, 520 Caxton Bldg., Cleveland, Ohio. 5-10-TF

ARISTO PROOFING cabinet wanted; must be in good condition and at right price. Russell Studio, 30 S. Michigan Blvd., Chicago, Ill. 10-11-2-C

FOR SALE—Cooke Anastigmat 8x10 lens, Series IV, F/5.6, focus 13 inches. Good condition, \$95.00. Money order only accepted. Charlton Studio, 401 1/2 West Fourth St., Mansfield, Ohio. 10-11-1

FOR SALE—3 Halldorson Electric banquet flush bags and stands in first class condition; may be used singularly or in series; 75 fuses, \$25.00. Subject to examination. Bate Studio, Prescott, Arizona. 10-11-1-C

FOR SALE or exchange—One Halldorson Giant portrait flash lamp complete. One Korona Pictorial view camera size 3 1/4 x 4 1/4. One fine old Darlot portrait lens F/4, size 8x10. Want Kodak dry mounting press. Will buy or exchange. The Greenlaw Studio, Eastport, Maine. 10-11-1



No. 150 LOCKET AND CASE COMPLETE
Size 5 2 5/8 x 3 3/8 \$4.00 each net
Size 8 3 1/4 x 4 1/4 \$5.00 each net

Established 1886
THE L. H. Cohen Co., INC.

28 EAST 22nd STREET
NEW YORK CITY

Makers of

**Fine Metal
Photograph Frames
and
Leather
Miniature Cases**

This frame is finished in antique gold having a white crystal convex glass fitted into a good quality black leather case lined with fine grade velvet and satin in the following colors: dark blue, dark wine, dark green and pearl grey.

This outfit is the most reasonably priced article that has ever been offered to the trade.

*"Here is
Your
Sample of
The Better
Sulphite"*



THE EFFECTS OF

*Too much, too little or
impure Sulphite.*

1. An excess causes precipitation in the developing solution.
2. Insufficient Sulphite in fixing bath causes milkiness.
3. Impurities or too little Sulphite will impair the keeping qualities of the developing solution.

For detailed explanations of these facts send for our handbook "Chemistry of Photography."

PROPERTIES

1. *Does not cake.*
2. *Makes crystal clear solution.*
3. *Always up to strength.*

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COUPON



**MALLINCKRODT
WORKS
CHEMICAL**

A constructive force in the chemical
industry since 1867

St. Louis * * Montreal
Philadelphia * * New York

Mallinckrodt Chemical Works

Second and Mallinckrodt Sts.
St. Louis, Mo.

I enclose 10c for a one pound Sample of
your better Photo Sulphite.

☐ Check if you want our handbook,
"Chemistry of Photography."

Name

Address

City State



A Stimulus to Commercial Photography

Advertising agencies, manufacturers and producers of window display material are learning of the practical advantages of Translite Prints. They want to be shown—are anxious to use this new form of photography for window displays.

Translite is a white, translucent paper, coated on both sides which produces a double image at one printing. Color the back of the print, illuminate it and you have a wonderfully bold, rich transparency, full of detail—and in color.

You should lose no time in exploiting this new Translite idea. Show and sell your commercial customers Translite Prints. Make new customers through this new use of photography.

Your dealer can supply you with Eastman Translite Paper. Place an order today.

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.