



ABEL'S



PHOTOGRAPHIC



WEEKLY



Vol. XLVI No. 1196

SATURDAY, NOVEMBER 22, 1930

PRICE TEN CENTS
\$2.50 A YEAR

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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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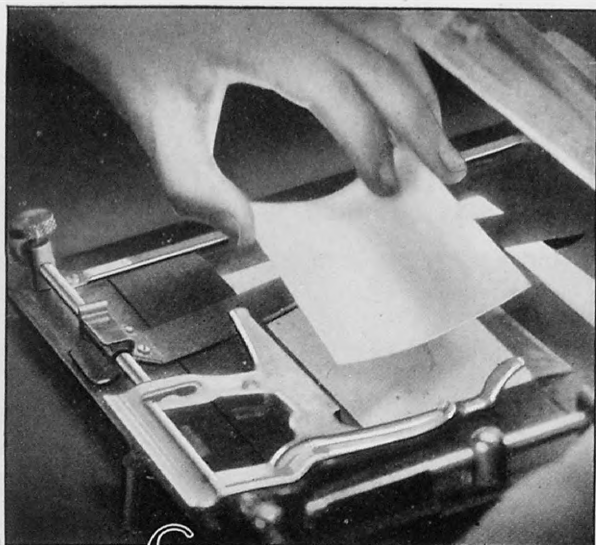
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The HALOID Company, Rochester, N. Y.

The NOMIS Liberal Test Offer Card lets you test this unusual finishing paper—saves you money—and increases profits at the same time. Fill in and mail this coupon **today**.

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Address.....

City.....State.....

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HELIAR F. 4.5 for Particular Photographers

All over the world—portrait and commercial photographers who take pride in their work use the Voigtländer Heliar F. 4.5 lens for studio work.

Its outstanding superiority is acknowledged by men who KNOW—it has no equal for brilliant definition—flatness of field, speed and covering power.

Yet its price is moderate.



3A	8 1/4-inch	5x7	\$65.00
4	9 1/2-inch	5x8	\$90.00
5	12-inch	6 1/2x8 1/2	\$130.00
6	14 1/2-inch	7x9	\$170.00
7	16 1/2-inch	8x10	\$225.00
3	19-inch	10x12	\$265.00

U.S. SALES AGENTS **WILLOUGHBYS** 110 W. 32 ST. N.Y.

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— FOR YOU —

Emulsions made and coated in the Hammer way have the characteristics every picture maker is searching for.

Hammer has made it possible for your negatives to have strength and at the same time a softness that will produce prints with brilliancy and detail.

Hammer supplies Special Brands for Special Work and will mail you free of charge a portfolio of prints showing results you may expect.

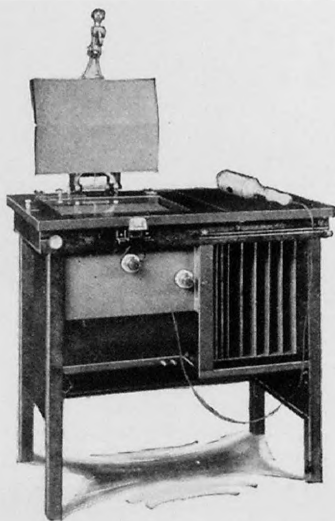
Write for your portfolio today.



HAMMER DRY PLATE CO.

3547 Ohio Ave., Saint Louis, Mo.
159 West 22nd St., New York City

PAKO Professional Printer DeLuxe



FASTER and far easier to use than the old type printer. Has unobstructed working surface — negatives are set up easily and quickly. Register guides register ground glass screen when laid on negative for chalking. Ground glass easily raised or lowered to control proper blending of chalked areas. Extra diffusion screens may be moved into position when required. Paper guides facilitate feeding and reduce waste. Platen makes positive contact.

Many other important features that will interest the exacting artist who wishes to speed his production of prints, yet maintain the highest standards of quality. Write for more information and prices.

PAKO CORPORATION
Minneapolis, Minnesota

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, NOVEMBER 22, 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



CLEANING UP THE PROFESSION. As we see it, the most important thing about the Photographers' International Association of America, under its new set-up, is the fact that the International will make it possible to eliminate unethical practices of all kinds from the profession. This cannot be done in a day or a month, it is true, but work has already been started and the sooner the Association signs up as members the greater part of the best workers in the profession, the sooner this very important job can be done. In the meantime, until the International gets all of its many present tasks under way, local associations are busy in various localities doing their share. Here for instance is a large advertisement, over the signature of the Chicago Better Business Bureau, which has been appearing in Chicago papers, as a result of the work of the Cook County Photographers' Association, which is one of the most militant societies established to date:

Have Your Photographs Taken . . . But Don't Get Taken In

Hundreds of persons are planning to have photographs taken for Christmas. For many this is the ideal form of holiday remembrance. If photographs are on your Christmas list, you can assure yourself a pleasant and satisfactory experience when you buy values and not promises. By far the majority of photographers may be depended upon for their integrity, professional ethics and fairness. Their established reputations assure safety for the customer.

A few establishments have adopted practices which have resulted in customer dissatisfaction and brought complaints to the Better Business Bureau. This message is published to point out a few practices which result in disappointment and tend to break down the confidence to which ethical photographers are entitled.

Some photographers offer portraits free of charge but when the prospect visits the studio they employ strong-arm methods to induce him to

BAIT ADVERTISING!

Almost All PHOTOGRAPH COUPONS Are Bait

and are not countenanced by the better photographers.

The coupon agent gets most or all of the money paid to him. As the studio gets little or nothing, it has no intention of fulfilling the contract as stated on the coupon if it can be avoided.

The customer must be forced through high-pressure salesmanship to buy more than the coupon calls for—or the studio cannot make enough money to remain in business.

Such studios cannot depend upon repeat customers and remain in a town only long enough to go through the "sucker list."

Your local studios will be here next year—and the year after that. They will treat you fairly at all times.

Corbitt's Studio

Lowe Bldg.
Gar. 8465

Mack & James

2 West Third
Main 8175

Cornwell Photographer

12 N. Main
Main 105

Schreel's Dollar Studio

140 South Main
Gar. 2214

Dennewitz Studio

314 Wayne Ave.
Gar. 1455

Your Studio

11 W. Fifth St.
Gar. 3088

Howard Knoll

Canby Bldg.
Gar. 2726

Don Wallace

42 S. Ludlow
Main 1398

If you patronize legitimate photographers you will save money.

How the photographers of Dayton are co-operating towards the elimination of coupon schemes from that city. The original advertisement occupied a quarter-page in the newspaper, and could not well be overlooked.

buy other work instead of accepting their free offer. Reliable studios don't do this.

Continuous ridiculous reductions in price feature the offers of other studios. Investigation by this bureau, made as a result of consumer complaint, has established that these "bargain" photographs often cost more than they would if purchased in the regular manner.

Probably every housewife has received an offer of a "beautiful enlargement free." Many have been forced to buy expensive frames before they could obtain either the return of their original photograph or delivery of the enlargement. Reliable photographers don't obtain business by such schemes.

Many a business man has been flattered by a call from a photographer who is soliciting his photograph for the "newspapers." He has not been so well pleased when a super-salesman followed this visit with an attempt to high-pressure him into buying. Disillusionment is complete when he discovers his picture never appears in any publication as a result of this

THE WOMEN'S PAGE!

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

Among Us Girls!

WELL, well! Congratulations to Mr. and Mrs. Paul C. Bork, Akron, Ohio, on the arrival of a son, weighing 9 $\frac{3}{4}$ pounds, on October 25th. Members of the O-M-I will remember Mr. Bork's illustrated talk on retouching at last year's Cedar Point Convention.

Either "Us Girls" aren't doing anything much these days, or my sources of information are drying up. I didn't have enough material to fill a page week before last, and if this continues I am apt to lose my job and there won't be any Women's Page. Step up, girls, and save the day for me.

A fine eight-pound boy arrived to grace the home of Mr. and Mrs. George A. Mueller, of the Southwest Photo Supplies, San Antonio, Texas, on October 14th.

The Peterson Studio, San Mateo, Calif., has been purchased by Miss Jean Burton, who is already in possession.

The new Becker-Sage Studio opened in Painesville, Ohio, on November 8th. Mrs. Ruth Sage of that city, who has been in the business for six years, is managing the establishment, which will cover all classes of work—portrait, commercial and photo finishing.

"Us Girls" seems to be coming right along in Toledo. At the annual meeting of the Professional Photographers' Society of that city, held in November, Mrs. Helen Lewis Fetzer was elected vice-president, and Miss Dot Gregg secretary. With only four on the Board, that gives us a fifty-fifty break which isn't so bad!

Miss Mary W. Miller, well known photographer of Waukegan, Ill., where she conducted a studio in partnership with her sister, Miss Alba Miller, died at the Victory Memorial Hospital in that city on November 6th, after an illness of one week.

At a meeting of the Photographers' Association of Indianapolis, Mrs. June Dexheimer Carlin was appointed general chairman for a dinner and bridge party to be held in the Columbia Club on the night of November 19th.

Miss Florence Fisher will be in general charge of the new Ridge Studio, Niles Center, Ill., recently opened by Herman Koch, proprietor of a studio in Park Ridge, Ill., for the past seven years. He will continue to operate the Park Ridge Studio.

Miss Marie Hartsook, a close relative of the late Fred Hartsook, is a photographer in her own right, having conducted a studio with the assistance of her brother for several years in San Francisco, Calif.



Mrs. O. C. Conkling, St. Louis, one of the waffle-hounds of the Missouri Valley and Southwestern Associations, and also second vice-president of the Women's Auxiliary, P. I. A. of A.

transaction. Newspapers do not obtain their pictures in this manner.

You can help make such trickery unprofitable, and save yourself disappointment by refusing to be taken in by it. Patronize the photographer who gives values instead of extravagant promises.

In the city of Dayton, eight studios have joined in a war on coupons. They are doing the job themselves, through collective advertising—the first of a series of such advertisements being reproduced on page 590. Excellent copy, carefully displayed and in a size which cannot be missed. As Don Wallace, who sends the copy to us, remarks in his letter: "Naturally any studio signing this advertisement voluntarily dropped the use of all coupons."

—If you don't get ABEL'S each week, you should; it's only \$2.50 a year—

Problems and Profits of the Small Studio

A Talk by FRED L. ROY, Peterborough, Ont., before the Golden Jubilee Convention of The Photographers' International Association of America, at the 1930 Convention in Milwaukee.

(Concluded)

WE have found the 13th print idea a wonderful assistance. A printed card in each dressing room informs the sitter that "Payment in full at time of sitting will entitle you to thirteen prints for each dozen ordered." This costs us little or nothing, as we always run thirteen prints for each dozen. If one happens to be spoiled it can be made up and delivered the following week.

We believe in keeping our credit good, and take all cash discounts. Two per cent per month looks good to me, and if necessary I go to the bank and borrow at the rate of 7% per year in order to take advantage of it.

We have discussed a great many problems, but I have left until now the greatest problem and that is the problem of getting business in the small community.

It is necessary to take advantage of every possible opportunity. Our business is divided into five separate departments, as follows:

Portrait Photography.

Commercial and Illustrative Photography.

Finishing for Amateurs; Kodaks and Supplies.

Picture Framing.

Cine Kodaks and Supplies.

And let me say in regard to portrait photography that it is not on the increase with us. We have found over a period of the last five years that there is a tendency to make less and less portrait sittings every year. The average per sitting has been greater so our volume of business has been

quite satisfactory, but I don't regard that as a healthy sign. The fact that people are losing interest in portrait photographs seems to me to be a serious thing, and I look to this Association in its advertising campaign and in the contest which has just been completed to remedy that situation.

As sub-divisions of the departments I have mentioned, we produce or handle the following:

Miniatures and miniature frames.

Imported leather frames and folders.

Color work of all descriptions, both portrait and view.

Lantern slides and color transparencies.

Cine Kodak servicing, such as projecting, titling, editing, joining and repairing Cine Kodak reels for our customers.

You may think that is a pretty big order, and so it is if you are busy with them all the year round. But you are not. We find that one just slips into the other, and the result is that we keep our whole staff on all year. We do not lay our staff off in the dull season because we usually have enough to keep them busy.

We occupy two complete floors of a building, 40x50 feet, and ordinarily employ a permanent staff of seven or eight people. Old Man Overhead is on the job all the time, and if it were not for these diversified activities there would be many weeks in the year that we would operate at a loss.

In a small community, you feel at times as if you have photographed everybody, and that there is nobody left to photograph. Just like a dog chasing his tail. After a



This photograph by Alexander shows the members of the Professional Photographers' Association of Trenton, N. J., at a dinner meeting on October 15th.

—Read the ads too—they're worth while—



Just before the kick-off: Fred Hess & Son, news photographers of Atlantic City, expose a Hammer Press Plate as Capt. W. Levine of Lafayette College eleven shakes the hand of Capt. R. Wildmuth of the Washington & Jefferson squad. The game was played at night in Atlantic City's Auditorium before a crowd of 25,000 football fans.

while he catches the tail, is satisfied, and sits down to do nothing.

I have found that the customer who comes to us of his own accord is much more valuable than the man you solicit.

Color work is decidedly the best paying side line we have. We work exclusively in oils and produce everything from a $2\frac{1}{4} \times 3\frac{1}{4}$ miniature up to a 30×24 projected print, in our own establishment.

We have produced hundreds of color prints in the past fifteen years, and have yet to have a print turned down by a customer because it was unsatisfactory or the likeness lost.

A great many of these colors are made speculatively, used for show case display, and invariably sold to the customer later on.

I want to say a few words about 16 millimeter motion picture cameras and supplies. These have been the basis of our latest department. It started some three years ago, when I purchased a Cine Kodak for my own personal use. I became so interested in it that at times I felt I must have been a nuisance to my friends. But the fact remains that many of them have also become interested.

Two years ago I visited Europe and the

British Isles, and came home with 2500 feet of very creditable film. A private exhibition of these pictures was held on three different occasions at the studio before about 150 people. Immediately there was a demand for public showings before church societies, lodges, clubs, etc. I have no doubt that these exhibitions were responsible, to a great extent, for the local interest in amateur movies. I never go any place now without a little movie camera, so that my stock of films is increasing in quantity and interest.

The photographer has a very decided advantage in this new type of amateur photography. He has the necessary photographic training and knowledge not only to produce good pictures, but to show others how to do it.

This has also opened up an intensely interesting new field, the production of advertising movies in the industrial field. The average well equipped studio has all the portable lighting equipment necessary to make successful interiors. At the present time we are producing a film illustrative of the whole process of bread making, from the time the flour is received at the bakery until the bread is finally delivered to the home.

We have also produced films for the Peterborough Rotary Club and for engineers and contractors, showing their plants in actual operation. We feel we have only scratched the surface and that the possibilities are unlimited in this field.

We have tried at all times to keep our studio clean, attractive and up-to-date, and to make it one of the show-places of Peterborough. It is a decided satisfaction to have Peterborough people bring their visitors to the studio, simply to have them look around.

We are fortunate in having a fireplace, and we keep it busy during the winter months. I don't know of anything that brightens up the reception room as much as an open fire.

My concluding point is in connection with the child studio. This is a small room, built at the end of our main camera room, five feet wide, ten feet high and twenty feet long. The outside is finished with a view to impressing the child. We call it "the child's play-house" — red roof, pumpkin-yellow walls, blue door and shutters, with trailing ivy vines, two boxwood trees and green grass mat. It appeals to children.

Inside, it is equipped with four mercury vapor tubes, four 250-watt lamps, and one 500-watt in reflector for back lighting effects. These lights are arranged on individual switches, so that we can use any one

or all of them.

We have three backgrounds—white, gray and black—mounted on spring rollers, with one white at the side as a reflector. We also have plenty of toys for the children.

Child photography is my own personal specialty, and has been for years. There have been times when I have gone home at night utterly weary and exhausted, after a tough day with some difficult subjects. I want to tell you, however, that the new children's studio has eliminated about 90% of the physical strain and mental anguish of photographing an active child, not only for the photographer but for the child, and very often the mother.

We use a two-speed shutter, making instantaneous exposures of about one-tenth of a second and getting fully timed plates, without resorting to super-speed emulsions.

The size of this room may seem very small, but therein lies the secret of its success.

I do not think there is much more that I can say. You are the only ones that can solve your own problems. If you solve them successfully, naturally your profits will follow—not only your profits financially, but profits in peace of mind, in friends, in social position and in the greatest of all rewards—the satisfaction of knowing that you have produced a job well done.



Criticisms



By J. ANTHONY BILL, Cincinnati, Ohio

November 22, 1930

(See portraits on opposite page)

TWO top portraits by the Montgomery Studio, Anaconda, Mont. The one at the top left corner is a very well lighted portrait and very little more can be said as it has all the requirements for a good wholesome piece of work and should be easy to sell.

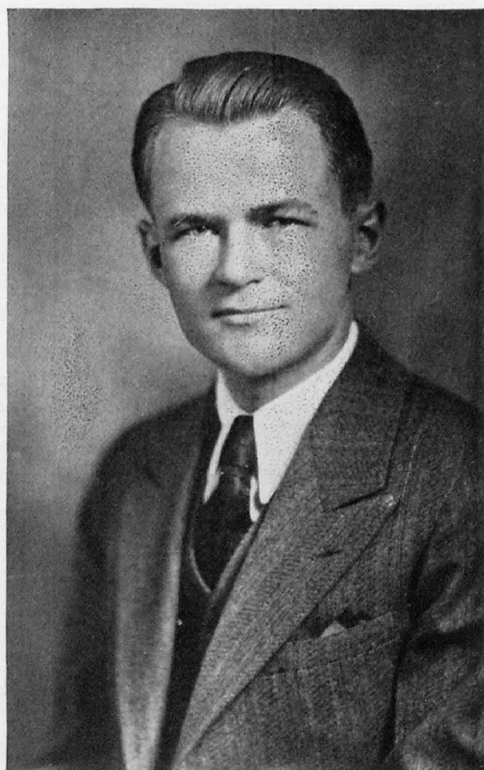
Portrait at the top right corner is not as good in light or lens work. The lighting is rather spotty and the reflector has been used too close. The lens diffusion is somewhat overdone. The reproductions in both cases do not quite do justice.

Two lower portraits by F. A. Ralston, Holyoke, Colo. The one of the lady is very much better than the man's portrait in the execution of the light. You have a well modeled shadow and nice roundness throughout the face and hair. The background holds its place. I would have trimmed a little more off at the bottom, say just eliminating the buttons on the dress.

Portrait of the man has fairly good quality. I like the placing of the head and shoulders. The background is in keeping. The general chemical effect and the printing is good. The lighting brings out the modeling very nicely. There is one criticism, and that is the light is spreading too far around on the shadow side.



Two Portraits by The Montgomery Studio, Anaconda, Mont.



Two Portraits by F. A. Ralston, Holyoke, Colo.

The Master Photo Finishers National Convention St. Louis, Mo., October 23, 24, 25, 26

LATE in October the Master Photo Finishers of the country as usual, held one of the most interesting and smoothest running photographic conventions of the year. While registration totaled approximately 80 less than at Washington last year, yet that was to be expected in a year such as 1930. Officers of the Association expressed themselves as surprised that this year's decrease was no greater.

The convention, however, looked as big as ever—as you will see from the accompanying illustration. While the Master Finishers really only plan a four day convention, yet over 150 National and Division officers arrived on Monday, the day before scheduled opening, for attendance at various committee meetings. In this way, the Master Finishers get most of their committee work handled prior to the convention opening and committeemen are left more or less free thereafter to enjoy and profit from the program and exhibits.

A Great Manufacturers' and Dealers' Exhibit

The Manufacturers' and Dealers' Exhibit at St. Louis was marked by the first showing of nine new or improved appliances—a matter which always interests photo finishers owing to the fact that labor is so large a factor in processing finishing.

The Eastman Kodak Company showed a working model of their new Automatic Printer—which from the crowd and interest constantly shown in same at the Eastman booth, would seem to have fulfilled the finisher's dream. It is practically automatic in everything but judging the exposure and placing the negative and paper and no doubt eventually will be hooked up to the Eastman Printometer in a way that will make amateur printing largely a matter of turning on an electric button and giving the machine film to handle. The printer shown at St. Louis, however, was only a working model and it will be at least a year before they can be delivered on order. Eastman also displayed for the first time a new steam table type of print straightener—very neat and designed along excellent principles.

The Sprague-Hathaway Mfg. Co., West Somerville, Mass., brought two models of their new "Round-scope" to St. Louis. It is quite an addition to the field of enlarging, copying and reducing equipment now available. It allows flash bordered enlargements without going through the usual method of double printing or the moving of

paper. The machine will also serve for delivering much the same service and product as the well known Photostat. Sprague-Hathaway also exhibited for the first time, their S-H Auto-Time Printer with negative reading attachment built-in. This additionally includes what is commonly known as an "electric eye" and by reading the thin and the dense sections of a negative tells at a glance the contrast of paper to use and unit of exposure.

The Automatic Photo Machine Company, Alameda, Calif., demonstrated a fully automatic post card printer, suitable for quantity runs without other attention than placing stock to be run. Also suitable for single weight. This was a smooth working printer and has been in use on the West Coast for a number of years by those making a business of supplying photo scenic and advertising cards. This company also makes a commercial size having much the same action, which action is much the same as that of automatic job presses in the printing field.

The Pako Corporation, Minneapolis, Minn., exhibited their new Junior Pakodoper, a dooper having much the same capacity and action of the original Pakodoper, but much simplified and selling for considerably less—in fact well within the range of average and smaller finishers. Every finisher operating as many as two printers during the year should have one. In the Pako booth was also exhibited the new Barber Automatic Device for converting regular Model A Pako Printers into semi-automatic and auto-timed printers. The attachment can be made by the finisher in a half hour and thereafter the printer automatically times exposures according to dial setting and on pressure of release the motor actuated platen is also released. One of the new Pako Double-Duty Dryers was shown for the first time at a Master Finishers' Convention.

The St. Louis Wholesale Drug Company, in conjunction with their photographic department, have developed a new double-exposure printer, which is a wonder printer for certain types of work, but which in its present form is of considerably more interest to the commercial photographer than the photo finisher. This printer takes 8x10 and smaller and is especially adapted for automatically imprinting special printing or lettering into the body of a commercial print,



An example of the large and enthusiastic crowd which attended all the business sessions of the recent Master Photo Finishers Convention in St. Louis.

without the necessity of copying this matter into a copy negative. Thus the warmth of the original negative is retained and the printed matter given a clean cut imprint in absolute contrast and without copying or blocking negative. A first exposure is made using negative carrying objective and then the paper is automatically shifted to process negative in back carrying printed matter for a second exposure and then a release of paper to storage. The exposure timing is set by exposure keys—a set for first and also a set for second exposure, thus allowing a variation in exposure between the negatives. It is a beautiful printer for commercial photographers dealing in photographic advertising. Again—it quickly and easily allows the imprinting of printed matter on commercial prints without necessity of copying same in and blocking out around same.

The Studer-Johnson Company, San Antonio, Tex., exhibited an excellent substitute masking device for Pako Printers. This mask provides for absolute centering of paper with no effort on the operator's part except the dropping of paper into mask opening. This Studer-Johnson mask, as well, is ideally adapted to strip printing—something which many users of Pako Printers have longed for, for many years. Seems to be no question but that the attachment will allow much greater speed on Pako printers and without sacrificing qual-

ity to get it. The Eriksen Manufacturing Company, Beloit, Wis., had some improvements to show this year on their semi-automatic printers. So much for the highlights of the appliance angle of the Manufacturers' Exhibit.

The Convention Proper

The convention proper was a very fine affair. Hard and long afternoon sessions and attended by every delegate and sticking to the last minute, were the rule. Mornings given entirely over to inspection of exhibits. Sigismund Blumann, Editor of *Camera Craft*, San Francisco, was the guest of the Association and opened the convention as key-note speaker on subject "What's It All About?" Eastman Kodak Company took the occasion to offer an advance announcement of their huge plans for another big business building campaign starting next summer. The entire program of talks will be printed in a Convention Report and mailed to every Master Photo Finisher, as is usual with the Finishers' Association.

There were four afternoons of assembly program and two big evenings of entertainment. The evening of the opening day saw as usual, a Banquet and Cabaret Night seldom equalled by any photographic organization. The Master Finishers charge themselves a \$7.50 convention registration fee and put all of it and more into Entertainment. There are no head tables or addresses at Master Finishers' Banquets. Day-



Portrait by courtesy of
Lucas-Kanarian Studio

Portrait by courtesy of Lucas-Kanarian Studio

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INDIATON

A G F A A N S C O O F B

AGFA ANSCO LIMITED, 204 KING S

—When you write to Agfa Ansco—please mention ABEL'S—

Facts about Indiatone Paper

INDIATONE has a new distinct emulsion of pronounced warmth and of a speed which adapts it to use for both contact work and projection. This speed was determined to meet the requirements of those now using high-powered projection equipment.

Indiatone is thus slower than fast enlarging papers, and faster than regular contact papers, but is readily used in place of these by screening down the light.

Indiatone is a warm-tone paper. Warmth is natural to it, and is obtained by straightaway development in the Indiatone formula. The latitude of Indiatone makes it a pleasure to manipulate this paper. Prints of rich deep quality, with the full scale of gradation in the negative, are easily obtained.

Indiatone Porcelain Stipple, the latest addition to the list of Indiatone surfaces, is suggested as an interesting and acceptable variation for fall and winter portraiture.

ONE PORCELAIN STIPPLE

B I N G H A M T O N , N . Y .
4 KING STREET EAST, TORONTO, ONT.

—When you write to Agfa Ansco—please mention ABEL'S—

time seems to be the time to work and evening the time for play. Master Finisher "Whoopee Books" were distributed as favors at the Banquet and the crowd was so busy exchanging personal snapshots for these and adding autographs, that the Master of Ceremonies had difficulty in getting much attention for this talent. The second evening of entertainment came on Thursday, the third evening of the convention. It was the annual dance and more special entertainment.

Outside entertainment included complimentary sight-seeing tours of St. Louis and tours of local finishing plants. The ladies were especially well taken care of. There was a trip to Bevo Mill and a Luncheon, a trip to Shaw's Gardens and a Bridge Luncheon at the Jefferson. The St. Louis Master Photo Finishers continually sprung innovations in entertainment and special arrangements, both in connection with Convention program as well as in entertainment. They were highly complimented as exceedingly successful hosts.

Border Print Decision Quite Definite

The Master Finishers in session and after considerable discussion voted strongly against the furnishing of border prints. Evidence gathered from every corner of the country was read before the convention and showed plainly that there was no advantage in border prints, once all photo finishers had been forced to inaugurate such service. Then it simply became a question of all finishers going to greater production expense and longer time in production, and no more money or business for any. The general discussion also seemed to point to the fact that few Master Finishers thought border prints worth while, even though printers should be developed which took no more time or otherwise caused no extra expense than present plain prints, and certainly not worth an entire new investment in border printing equipment, however automatic.

Photo Specialties

Photo Christmas Cards and Whoopee Book sales and methods came in for valuable discussion. Finishers present reported sales of photo Christmas cards passing the 10,000 mark last season and explained how they did it. Many others reported 5,000 or more. All plan to hit the proposition harder this year than ever. Master Photo-Finishers, it was reported had purchased over \$24,000.00 worth of Whoopee Books through the National office at Rockford during the year. Also had placed orders for over \$19,000.00 in special box cameras. And \$16,000.00 for special Master Photo

advertising materials. With a total association income approaching \$100,000.00 for administration during 1930.

New Officers and 1931 National Convention

Wm. Burton of St. Louis, Mo., was elected National President for the 1931 year, while Cedric Chase of Waltham, Mass., was chosen for Vice-President, to step into Presidency next year. National Treasurer Fred Fountain still retains his position as watch-dog of finance. Executive Manager Guy A. Bingham of Rockford, Illinois, retains his position by appointment of the new Board of Directors. All seemed to agree that the Master Finishers' Association had experienced its most successful year topped by its most successful convention. Probable meeting place next year—Toronto, Ont., Canada.

President A. J. Cunningham of Utica, N. Y., and the St. Louis Master Finishers were voted a huge appreciation for what seemed to be a perfect National Convention.

Additional Exhibitors for 1931 O-M-I International Convention

WHEN, several weeks ago, a list of exhibitors for the 1931 O-M-I International Convention was announced, there were still available some half-dozen or so spaces out of a total of eighty-nine. At this writing, (and by the time this is published chances are that everything will be gone) there are only two spaces left. Among the new exhibitors whose names were not listed before are: Pako Corporation, Minneapolis, Minn.; Sprague-Hathaway Studios, West Somerville, Mass.; Sprague-Hathaway Mfg. Co., West Somerville, Mass.; Metzger Photo Supply Co., Akron, Ohio; General Electric Vapor Lamp Co., Hoboken, N. J.; Arthur Hertzberg & Craftsmen, Chicago, Ill.; Norman-Willets Co., Chicago, Ill.; Michigan Photo Shutter Co., Kalamazoo, Mich.; and the Testrite Instrument Company, New York City.

The exhibit by the manufacturers and dealers at this convention will be the most comprehensive ever brought together in this country. This exhibit alone will be worth anyone's expense for the trip to Cedar Point, Ohio. Remember the dates—August 3rd to 7th, 1931, inclusive. Another fact of interest is that reservations are already being made at the Hotel Breakers for the convention. The hotel rates will fit all pocket-books. Prices for meals at the dining-room are very reasonable, and there is in addition a spacious cafeteria. You can combine your vacation with this convention next year, and do it economically.



Unhampered Originality

When we say Portrait Film enables the photographer to exercise his originality we mean that he is not hampered by precedent—that the non-halation quality, the speed and latitude and long scale of Eastman Portrait Film enable him to reproduce any lighting effect he finds pleasing to the eye, either in studio or home portraiture. He knows what he can do with Portrait Film and it never disappoints him.

Eastman Portrait Film, *Par Speed*, *Super Speed* and *Panchromatic*, at your dealer's.

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

'Tis Here-Maybe



J. B. Small, of the Louvre Studio, Akron, Ohio, formerly with Harris & Ewing, at which time he had the reputation of being the highest-paid operator in the world, is sailing on the *Bremen* on December 27th for an extended European trip. He plans to visit Vienna, Berlin and Paris among other cities, and his special purpose is to call on notable photographers of the continent to study their methods.—*Jack O'Connell, Taprell Loomis & Co., Chicago.*

K. E. Johnson, popular salesman-demonstrator with the Eastman Kodak Stores of Cleveland, Ohio, has been appointed by the Company as manager of the new Eastman Kodak Stores in Cincinnati, Ohio, and left on November 10th to take up his duties, as the new place will open early in December, as soon as remodeling is completed. On the evening of November 8th, his fellow-workers of the Cleveland store, headed by Manager Charlie Woitdt, gave him a farewell

party at the Hotel Winton, and in the rather doubtful hope that next summer it might help to improve his game, presented him with a fine set of matched irons and a new golf-bag. With K. E. on the job, things are going to hum in Cincinnati.

The Professional Photographers' Club of Bridgeport, Conn., was recently organized at a meeting in the Brignolo Studio of that city, with Rod MacRae of The Chilcote Company, Cleveland, Ohio, acting as temporary chairman until the formation of the society was completed. Officers elected were: Mr. Phelps, president; Mr. Read, secretary; Mr. Brignolo, treasurer. Every studio in the city took advantage of the invitation of the Brignolos, and their hospitality, and as a result of the meeting plans are being laid for a co-operative advertising campaign.

A. W. Obis, 56 E. Randolph St., Chicago, Ill., has sent us samples of two new styles of plaques which he is announcing for the first time in our advertising columns. These come in handsome natural grain and polychrome finishes, with applied polychrome ornamentation, and come complete with easel-back and hanger, and glass. Prices range from \$6.00 to \$6.50, which includes the colored enlargement. Mr. Obis writes that they are going over big with Chicago studios, and personally I don't see how he does it at the price. Better write him for information and mention ABEL'S.

Members of the Photographers' Association of Indianapolis, Ind., held their monthly dinner and meeting on the evening of November 5th, with W. Frank Jones as host.

Pon Yee, photographer in East Liverpool, Ohio, is leaving for China, where he expects to start a studio, probably in Canton, soon after his return to his home country.

SOMETHING NEW!



Our Celebrated Portrait Frame Plaques will bring you \$\$\$\$. Let us make up a few and be convinced. This style is No. 28. Opening 8x11 1/4". Outside measure 12 3/4 x 17 1/4". Genuine Walnut and Antique Gold. Complete, including colored portrait \$6.50. Write for booklet.

A. W. OBIS

56 E. Randolph St.

Chicago, Ill.

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

—When you write to A. W. Obis—please mention ABEL'S—

DEFENDER

DEFENDER VELTURA

An ultra-modern medium
for warm-toned prints

VELTURA'S original vigor and color, its exceptionally fine modulation, join with speed and flexibility to provide an unusual printing medium for portraiture.

With Veltura there can be matched quality in the large and small prints—equal ease and satisfaction in making them.

Veltura's widened field of service to photographic portraiture will be disclosed and appreciated on first trial.

TEN SURFACES

C White Matt	J White Platinum Luster
ER Rough Buff Matt	K Buff Platinum Luster
ES Smooth Buff Matt	KK Buff Rough Luster
F Veltex (Single Weight)	P Buff Super Rough Luster
I White Rough Matt (Medium Weight)	Q White Super Rough Luster

DEFENDER PHOTO SUPPLY COMPANY, INC.

ROCHESTER, N. Y.

DEFENDER

—When you write the Defender Company—please mention ABEL'S—

ENLARGEMENTS

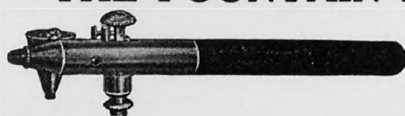
made on the new Vitava Opal papers have *real contact quality*. The rich detail and the warm tones combine to make the most beautiful prints we have ever produced.

Send us a trial order, and you will be as enthusiastic as we are. The results are equally good on portrait, amateur or commercial work. Prices on request.

Finished portraits from old photographs
Miniatures Copy Negatives

The A. A. Stone Co.
1492 W. 117th St.
Cleveland

THE FOUNTAIN AIR BRUSH WILL INCREASE YOUR PROFITS!



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

THAYER & CHANDLER

913 West VanBuren Street CHICAGO, ILLINOIS

FOR SALE—4A Century camera, fine condition. Also stand; 11x14 sliding carriage. 8x10 Curtain holders. Reed Studio, Aurora, Ill. 11-8-3-C

WANTED—INGENTO changing bag, large size film holders, 5x7 and 8x10, Dunker or Ve-Ja-De magazine camera and printer, Folmer compact tripod, developing tanks and hangers, scales, etc. Folmer Multiplying back for Eastman 8x10 view. Send list and best prices. Hansen Studio, Hiawatha, Kansas. 11-22-1

FOR SALE—Graflex 4x5 R. B. long bellows, plate magazine, film pack adapter, no lens, as new \$80.00; 5x7 Eastman view camera 12" bellows, no lens, good condition \$15.00; 5x7 F/4.5-7 1/4 Velostigmat in Auto shutter \$25.00. Larson, 3916 Labadie, St. Louis, Mo. 11-22-1-C

FOR SALE—8x10, 12 inch focus F/6.8, Series II, Turner Reich in barrel, new \$80.00. 1 1/2 inch focus Vitax F/3.8, in studio shutter, like new \$70.00. 5x8 10 inch focus F/4.5 Bausch & Lomb Zeiss Portrait Unar in barrel, like new \$35.00. J. H. Wadsworth, 126 N. Victor Ave., Tulsa, Okla. 11-22-1-C

FOR SALE—Ansoco Universal camera 8x10-5x7. Film holders, Ansoco tripod stand, Ansoco 8x10 printer. Set of three groupers; Sunbeam arc light; New Mentor flash lamp; trays 8x10, 10x12, 11x14; Scales; Timer; Safelight for prints; Safelight for films. 5x7 composition developing tanks. All new condition, at half catalog price. 700-5x7 easel mounts, gray cover pocket at \$3.00 per hundred. C.O.D. express subject to examination. Photographer, 555 East 10th St., Erie, Pa. 11-22-1

STUDIOS 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. 11-22-1-C

NOVEMBER BARGAINS—

Leitz Leica Camera, Focal Plane Shutter, F/3.5 Lens, 3 Magazines and Case..... \$67.50 P. N.
3 1/4 x 5 1/2 Ansoco Roll Film Camera, F/7.2 Anastigmat Lens, Universal Shutter..... 16.50 P. N.
5 x 7 Conley Model XV Camera, Reversible Back, Double Extension Camera, R.R. Lens, Auto Shutter..... 24.75 P. N.

Hundreds of other bargains listed in our free bargain book. Every item fully guaranteed. P. N. indicates practically new.

CENTRAL CAMERA CO.

230 S. Wabash Ave., Dept. AW-11D
CHICAGO, ILL.

PHOTOGRAPH STUDIO at Lafayette, Ind. Bargain. Address Photographer, 506 Main Street, Lafayette, Ind. 11-22-1-C

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.

OPERATOR - RETOUCHER wanted immediately for both studio and home portrait work. Must be under 45 years of age, of good personality, willing to work. Do not apply unless first class. Position permanent. Send photo and samples, salary expected. The Badger Studio, Madison, Wisc. 11-22-2

COLORING

STEADY INCOME by coloring photographs. Learn at home the professional way of oil and water coloring. Practical correspondence courses in Portrait, Landscape and Commercial coloring and course on find employment. Five dollars per each course. No hot air but real service. Avenir LeHeart, 544A Castro, San Francisco, Calif. 11-15-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. 92110, 1008 N. Dearborn St., Chicago, Ill. 11-22-1

A Free Sample of PEERLESS COLORS

awaits you at your dealer's

ASK FOR IT



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.

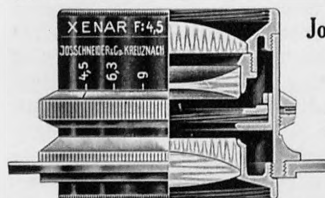
These are only a few—not to forget Gum Prints and Carbons for the pictorial worker.

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

Price List on request.

Blum's Photo Arts, Inc.

1021 North Wells St. CHICAGO, ILL.



Jos. Schneider
& Co.

f4.5

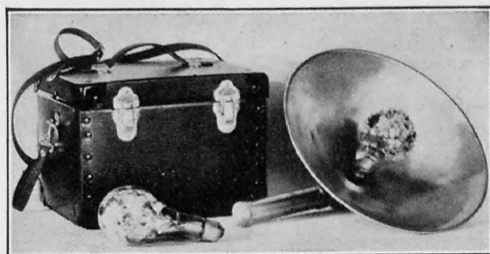
XENAR

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



FLASHLIGHTS

**WITHOUT SMOKE!
WITHOUT NOISE!!
WITHOUT FUSS!!!**

WITH

**THE MEDO PHOTOFLASH
HOLDER AND REFLECTOR**

**For the New General Electric
Photoflash Lamp**

*Approved and adopted by all New York's
leading newspapers and news syndicates.*

Nickel Plated Hand Lamp with 2
Burgess Unicell Batteries and Spun Aluminum Reflector, Complete \$5.00

Fibroid Carrying Case to hold Six
Lamps \$3.50

Larger Case to hold Complete Outfit
and 12 Flash Lamps \$5.00

Folding Reflector for News Work.

Send for descriptive circular

Medo Photo Supply Corporation

323-325 W. 37th Street

NEW YORK, N. Y.

THE A TO Z STOCKHOUSE

Catalogue No. 30 now ready.

Dealers' inquiries invited.

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 named 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 Wills.

HOME PORTRAITURE—Fred R. Bill.

RECEPTION ROOM PROBLEMS—Mrs. Helen G. Stage.

WHITE BACKGROUNDS—Frank R. Bill.

Commercial & 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

Dorotypes. Could you tell me where I could get those crystal plate glasses flat on one side and beveled or convex on the other, with emulsion on the flat side? I think these are what are used for making Dorotypes, transparencies backed with gold or silver.—I.E.B., Toledo, Ohio.

Answer by Mr. Slater: You may have seen a Dorotype with an extra convex glass over the regular plate itself. I have never heard of anyone making Dorotypes directly on plate glass or on convex glass, and no maker of plates coats convex glasses. Dorotypes are made on any good copy plate. The Dorotype is printed by contact and developed in a paper developer, which tends to give it an olive tone. Some photographers redevelop all Dorotypes, claiming that a sepia positive is richer in appearance. After being dried the emulsion side is flowed or sprayed with a good gold lacquer. Do not try to brush the gold on as every brush mark will show.

Mail Order Finishing. Is a mail order finishing plant practical? Could a person make it pay by advertising to do careful work, at a fair price? My plans were to advertise printing, enlarging and coloring, and possibly copying, but not to push developing, as most people are in a hurry to see the results of their efforts and after viewing them, many would desire more prints, or something in the way of special work which could be done at a little higher price. Do you think sporting magazines and others of that class would reach the proper prospects? I would appreciate any suggestions.—L.T.W., Arcata, Calif.

Answer by Mr. Merriam: I have never heard of anyone who ran a successful mail order plant on exactly the plan which you outline. I am enclosing a clipping from a farm journal which shows some of the offers made by mail order finishers in our territory—most of them are cut-rate affairs. It is my belief that you will want to stress developing especially, because while special orders are fine, they do not constitute the "bread and butter" work of photo finishing, and we question whether you can establish a sound and growing business on the offer to carry on from where some other finisher leaves off. Almost every photo finisher in the country has some customers who mail work to him across the continent because they have become acquainted with his work and like the quality. The building of such a business through advertising, however, must be undertaken

(Continued on page 610)



W294—10x13

Illustrated on page 43 of our new catalog.
A copy upon request to dealers only.

Fred M. Lawrence Co.

2301 Wabansia Ave.
CHICAGO

Manufacturers of fine

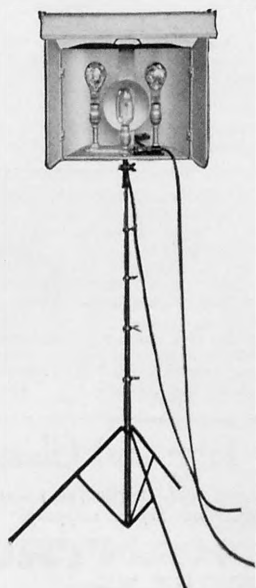
Frames for Photographs

*in pleasing styles and finishes
that harmonize with and com-
pliment modern portraits.*

SWING AND WALL FRAMES
VELVET BACK EASEL FRAMES

*An enormous stock in-
sures prompt service—
immediate deliveries at
all times.*

THE Perkins "SYNCHRO-FLASH" Lamp



Flashes either one or two Photoflash lamps separately or both in unison in exact timing with the opening of bulb operated shutter by a simple adjustment of the Synchronizing Switch which requires no further attention after it is set.

It is equipped with a 500 watt Focusing Light and is a combination outfit. Can be used as a 500, 1000 or 1500 watt Mazda Lighting unit.

Photoflash lamps can be flashed where 110 volt current is not available by using dry cell batteries mounted in casing on back of reflector.

An ideal self-contained Home Portrait unit which includes Reflector with Synchronizing Switch, etc., Silk Hose Attachment and Carrying Case.

PRICE \$52.50

See it at all leading dealers.

THE PHOTOGENIC MACHINE CO.
Youngstown, Ohio

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.**

QUALITY PHOTO oil coloring, amateur and professional. Send sample print which we will tint and return with price list. Stillier Art & Sho-Card Service, 1760 Elm Street, Green Bay, Wis. 11-22-1-C

SOMETHING NEW and unusual in portrait oil coloring. Send an 8x10 print and I will color it for 75c. The regular price would be \$3.50. This offer is made to acquaint you with this distinctive type of coloring. Mrs. W. F. Reime, 615 S. Church Street, Belleville, Ill. 11-22-2-C

COLORIST—BEST quality work in oil coloring of photographs and miniatures. Also landscapes and marines. Ruby McKee, 207 East 14th St., Hutchinson, Kansas. 11-22-4-C

SMASHING REDUCTIONS

SEND FOR BARGAIN LIST

NEW YORK CAMERA EXCHANGE

109 Fulton Street New York, N. Y.

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—FOR THE TRADE. Prompt and efficient work. Satisfaction guaranteed. Mrs. H. B. Mintz, 1150 Colton St., Toledo, Ohio. 10-18-TF-C

Mrs. Otto M. Lade—EXPERIENCED RETOUCHER. 3620 Cecelia Ave., Cleveland, Ohio. Mail your work. 11-15-4

RETOUCHING, etching, COLORING. 25c per average negative and babies 10c. Corrections made to order. 8x10 prints colored for 40c. Samples free. Eastman Retouchers, 315 S. Main St., Akron, Ohio. 11-22-1

RETOUCHING. ORDERS strictly private in my own home. Clean smooth complexion retouching. Prompt returns. Mrs. Simonds, 241 Edgewood Road, R. D. #7, Rochester, N. Y. 11-22-1-C

EXPERIENCED RETOUCHER desires several new accounts. Prompt and efficient service. Special price on all school work. Ruth T. Howard, 739 North Barbee Way, Louisville, Ky. 11-22-2-C

WANTED—RETOUCHING by the piece. I have worked through the mail over nine states. My price is 15 cents to 25 cents per cabinet head, according to your quality. Excellent references. Address promptly. Miss Grace Marks, 309 East Silver Street, Bluffton, Indiana. 11-22-1-C

FINE RETOUCHING and prompt service. Give me a trial. Mrs. Mary Hyatt, El Campo, Texas. 11-22-1-C

EXPERT RETOUCHING by experienced photographer and artist. Write Mabel H. Ebersole, 626 Gary Place, Apt. 4, Chicago, Ill. 11-22-2-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.

OPERATOR DESIRES immediate change. Home portrait or studio. Fifteen years experience. Salary \$85.00 per week. Address Photographer-Artist, 525 Court Place, Pittsburgh, Pa. 11-22-2-C

YOUNG MAN age 27 desires to make permanent connection in studio doing general photographic work in small city or college town. Address K-1, care of this journal. 11-22-1-C

POSITION WANTED by a number one photographer. Many years experience in the best studios. Operator, studio or the home, retouching and dark room work. Address C-7, care of this journal. 11-22-1-C

I Buy Film and Glass

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

P. H. KANTRO
PORTAGE, WIS.

HAND FLASH FLECTORS

* FOR BEST RESULTS WITH
PHOTOFLASH LAMPS



Patent
Pending

Effective Light-
weight Compact
Battery Units for
flashing

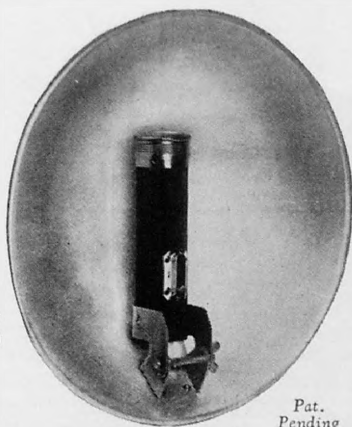
Photoflash Lamps

Price \$3.75

with battery

Neat carrying case for
outfit and 4 lamps, \$2.00

Patronize
Your Dealer



Pat.
Pending

EUCLID FLASH LAMP CO.

5511 Euclid Ave.

Cleveland, Ohio

Write for circulars about complete studio equipment.

Get quicker action—use air mail

Don't Forget that Color Portraits and Miniatures Make Nice Christmas Gifts

RIGHT now is the time to suggest this idea to your customers. They will thank you for the suggestion. It's a lot of trouble sometimes to think of a gift to give. If you help them out of their dilemma you will be able thus to build up a feeling of the utmost good will. Meanwhile, you may be too busy to look yourself after finishing portraits, etc. Just send them to us, or send us the orders for miniatures, and be assured that our work upon them will be all that your heart and the heart of your customer could desire.

Price list on request.

D. E. ABBOTT & CO.
HUNTINGTON, W. VA.

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



SMOKELESS

MARSHALL'S Smokeless is a ready-mixed flashlight powder—high in illumination but without smoke, odor, dust, sparks or cinders—fast yet firing with little noise—in short the ideal powder. Patronize your stockhouse.

JOHN G. MARSHALL

1752 ATLANTIC AVE.

BROOKLYN, N. Y.

Ask Us!

(Continued from page 606)

carefully as most advertising mediums cost too much for the possible volume to make it worth while. Your most promising field is the rural free delivery customer. I believe you could reach the majority of these with advertising tending to show honest work at fair prices, and once having established a mail order business, you can do something with your customers in the way of offering special service, but I should not think it wise to attempt the building of a business such as you desire by bidding for special service alone. Advertising in sporting magazines will result in occasional good orders, but the bulk of photo finishing is purchased by women and children and in consequence sporting magazines do not offer as good an advertising medium as publications which reach everyone in the home. You will find farm papers and magazines most widely patronized for this form of advertising.

Mazda Lamp Questions. *What lamp shall we buy for our light cabinets? The current is 110-volt A. C., but we have been advised by electricians to get the 120-volt as they*

claim the light is just as bright as the 110-volt lamp, but that the 120 will last longer. Also, will the 1500-watt lamp fit the same Mogul socket as the 1000-watt lamp?—J.E. M., Oxford, Ohio.

Answer by Mr. Roper: Care should always be taken to order lamps having a labeled voltage the same as that of the circuit on which they are to be used. In this instance, inasmuch as the circuit voltage is 110, 110-volt lamps should be purchased. It is true that 120-volt lamps would last longer than 110-volt lamps, but this greater life is purchased at the expense of light—120-volt lamps operated on 110-volt circuits give only 73% of the visual light output of 110-volt lamps. The photographic light output is even lower, for when lamps are burned below their proper voltage the filament temperature is reduced and the output toward the blue end of the spectrum is reduced very much more than that toward the red end. The photographer should take special care to operate the lamps at their labeled voltage, or rather to purchase lamps in accordance with his circuit voltage. The 1500-watt lamp has the same base as the 1000-watt lamp and therefore will fit the same socket.

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