

ABEL'S PHOTOGRAPHIC WEEKLY

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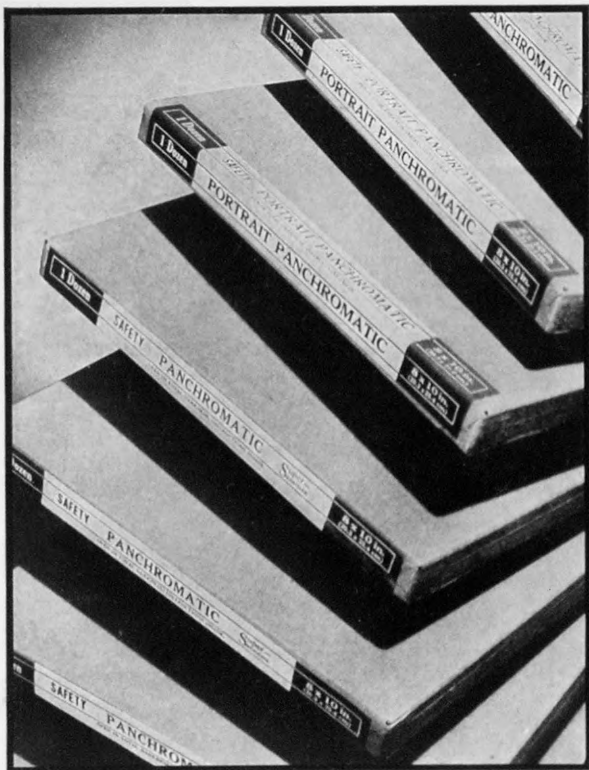
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In Passing By

GREETINGS! Because the trip to Winona Lake for the Code Committee meeting and the Reunion will keep us away from our office for eight days, this issue must be prepared for the press, and this page filled, nearly two weeks in advance of our normal schedule. Also, though this issue goes into the mail just after the Winona meeting it cannot include any of the happenings there, important though they are and we must ask our readers to wait for next week, when the whole story will be told.

In a way this delay has one advantage to us, for it gives us the opportunity to welcome more than a thousand new readers—perhaps several thousand by the time this is published—for at this writing Secretary Dobbs of the International has only just managed to plow his way through a welter of difficulties and start a steady stream of names of new members in our direction. We want to extend the hand of welcome to these new readers and to tell them that as rapidly as conditions make it possible all of the former features of ABEL'S will be resumed and new ones will make their appearance. We want to remind them that our "Ask Us!" department is at their service and that we stand ready at all times through that department to answer to the best of our ability any and all questions or problems relating to the photographic profession. The service of the "Ask Us!" department is not limited to the subjects listed under that heading. We are not infallible and there are occasional questions we cannot

answer but if the information is available we can almost always lay our hands upon it.

This is *your* magazine. Help us to make it the kind of magazine you want. News items of all kinds are always welcome. Our columns are always open to readers for any discussion which will benefit the profession. If you think we are off on the wrong foot, tell us about it. If you disagree with what we print, write and let us know why. Brickbats or bouquets—we love 'em all! As we said before—this is *your* magazine. Help edit it!

THE PROPOSED FINISHERS' CODE. Inasmuch as September 1 is the deadline on Codes (though we believe the date will have to be extended) we are devoting this issue almost entirely to the new organization proposed for the photo finishing industry and the suggested Code of Fair Competition. So many readers of ABEL'S do photo finishing in connection with other branches of the industry that we feel certain they will be interested. Certainly all photographers will want to study this and see how it compares with and to what extent it affects, if at all, the Code for the portrait and commercial branches. Finally it should be on record for reference in the standard publication of the industry. Undoubtedly, following the Winona meeting it will be necessary to publish the proposed Code for portrait and commercial photographers, which might mean delaying the finishers' Code until too late to be of value and also, as we might very possibly have to publish them simultaneously, cause considerable confusion. These, then, are our reasons for giving this Code so much space in this issue. Our readers will understand.

PROPOSED FINISHERS' CODE AND HOW IT WILL BE OPERATED

BECAUSE there are so many studios throughout the country which do portrait and photo finishing, commercial work and photo finishing, or even all three, it seems to us that all of the readers of ABEL'S should be interested in the Code of Fair Competition which is being planned for the photo finishing branch of this industry. Naturally this Code will contact many members of The Photographers' International Association of America, who will find themselves working under at least two Codes, and perhaps more. The dues for the Master Photo Finishers of America are quite high, compared with dues of portrait and commercial bodies, the reason being that the M. P. F. of A. conducts a number of business-producing activities. They have therefore formed a separate body, in which the dues are very low, and are thus making it possible for every studio which does photo finishing to join in their movement. We understand this is no hasty solution of the problem, but has been worked out as the result of most competent legal advice. In order to make the whole thing clear, we are publishing first a letter now being sent by Guy Bingham (Executive Manager of the

M. P. F. of A., and temporary Managing Director of their new organization) to all photo finishers in the country. This explains the how and the why. Following this appears the statement of purpose and principles of the new organization. Lastly we present in full the proposed Code of Fair Competition for the Photo Finishing Industry. All readers who do photo finishing and who may not have received this material direct from Mr. Bingham, should send their names at once to him at 100 W. State St., Rockford, Ill., together with checks for \$2.50 if they wish to join the new organization, which by all means they should do.

MR. BINGHAM'S EXPLANATORY LETTER

To the Photo Finishers of the United States:

First—realizing that hundreds of those doing photo finishing are not sufficiently interested in the business promotional benefits of the Master Photo Finishers Association to pay the annual dues necessary to support such a program, but that these hundreds are exceedingly interested in joining together for betterment of trade conditions and particularly at this time for the purpose of having a part in the building of a Code of

—One strong national association—that's what we are going to have!—

Regulations for the photo finishing industry for approval by the National Recovery Administration, the Master Photo Finishers of America have voted to transfer the trade betterment program of that Association to a new subsidiary organization, to be known as the "Photo Finishers Institute of America," with annual dues set at \$2.50 so that it is possible and easy for every last photo finisher in the country to join and have his say in the building of the National Code of Fair Competition and the enforcement of same when approved.

Following is a copy of the By-Laws of the Photo Finishers Institute. You will note that in effect it is to be an organization separate and apart from the Master Photo Finishers of America. The Institute will have its own officers elected by its own members. All Master photo finishers will automatically be members, the Association paying their dues in the Institute from Association funds. In the Institute organization Master photo finishers will join with all the other photo finishers of the country for building the Code of Fair Competition for the approval of the National Recovery Administration, as is provided for in the National Recovery Act. Inasmuch as this national Code for photo finishers, when approved by President Roosevelt, will be the rule and the law under which everyone doing any photo finishing in the country must operate, we feel certain that every finisher will want to have a voice in helping to frame it.

The U. S. Department of Commerce has, by referring photo finishers to the National Office of the Master Photo Finishers Association for information relative to a Code for photo finishers, indicated that it considers the Association with its spread of membership and organized local and State Divisions, as the "National Trade Association" for Code building as provided for in the National Recovery Act, but in order to have that Code when offered "fully representative" of all of the photo finishers in the United States, the Master Photo Finishers Association have voted to set up this new organization. When advised regarding this new set-up, the Deputy Administrator of the N. R. A. at Washington wired approval but urged that we make all possible haste in compiling our Code for presentation.

Shortly, all over the United States, wherever any number of photo finishers are located who can easily meet together, a Sectional Captain will be appointed by the Institute to call all competing photo finishers together periodically for the purpose of

(1) consideration of and help in building the National Code as it develops and (2) as early as possible adopting a local Code by agreement for placing in immediate effect. The President's N. R. A. Plan by immediately raising wages and shortening hours, we believe most photo finishers will agree necessitates immediate agreement by photo finishers everywhere for changes in prices and business policies to provide the necessary extra income which N. R. A. membership makes necessary. At least all finishers should realize the necessity of getting together to immediately abolish the "free developing," "free enlargement" and the "25c per roll" evils which have spread alarmingly in certain sections of the country this year.

The mistake should not be made, however, of considering that the N. R. A. will approve a locally adopted Code for *just local* application. When a National Code is finally adopted, its provisions as to minimum prices, maximum discounts, minimum delivery schedule and other provisions will take precedence over any purely local agreements which might conflict. From the first the N. R. A. have ruled that only national codes for national application will be allowed, except where the product of an industry or the method of production or sales drastically varies as compared with the country at large. Fortunately for photo finishers, photo finishing is one of the most standard of industries in the country in these respects, the bulk of our product consisting of just six standard sizes of single weight prints plus film development, with production and sales handled in one section about the same as in every other section. Naturally, the N. R. A. considers that it will have task enough to consider and pass on the national Codes of several thousand industries without having to consider fifty to one hundred different sectional Codes for each industry—or later worry about reconciling the variances between such sectional Codes.

However, there is nothing to prohibit any sectional group, or individual finisher for that matter, from compiling a suggested Code and forwarding it to Washington. And no doubt it will receive some consideration there. But probably only in proportion to the number who back such sectional Codes as compared to the thousands who will back the National Code as compiled and offered (as provided in the National Recovery Act) by the "National trade association of the industry." How much better, therefore, for all to join with the Photo Finishers Institute (which now becomes the "national trade association" of the industry) by all

signing up and forwarding suggestions to its national Code committee, where the suggestions will be worked into a common Code by those who know photo finishing trade conditions and requirements and who will have photo finishers' interests at heart. We believe every photo finisher will appreciate the need and value of all photo finishers co-operating with the only national trade association in the field to represent their interests.

President Roosevelt has set a dead line of September 1, for the offering of Codes by industries. This necessitates immediate action on the part of every photo finisher and then by the Institute. Here's how you can help:

(1) First—Send your membership and remittance to the National Office.

(2) Next—Send with it or as soon after as possible (for the benefit of the new Institute National Code Committee) your suggestions as to (a) Necessary maximum hours and possible minimum wages (b) suggested regulations of business practice (c) suggested regulations against unfair competition (d) suggested minimum prices and maximum discount.

(3) Send snapshots of ridiculous, free or cheap finishing signs in competitor's windows (with name of finisher on back) as well as printed matter showing the same. We need this to build a huge file to prove our industry is one which simply must have price regulation. Also send a copy of your price list in 1929 and your present price list. This is also very important.

(4) Fill out later questionnaire to be sent giving information which the National Recovery Administration will demand we offer in support of any Code offered.

(5) Complete success demands early enrollment of a majority of all of those doing any amount of photo finishing, as members either of the Master Photo Finishers or the new Photo Finishers Institute. Therefore, forget if necessary, any past or current controversies with local competitors and visit them to obtain their co-operation with the rest of us. In order to get into immediate action, President Taylor of the Master Photo Finishers will appoint a national Code Committee of five to serve until the Institute through its newly elected Board of Governor's sets up a Code Committee of its own. The above material will be turned over to this Code Committee as a basis for drawing a cross section of conditions

and suggestions found country-wide. In sending the above material you have a direct means of advising the Code Committee what you consider should be in the Code all photo finishers will later be required to operate under. In fact, every photo finisher simply must send in this material and co-operate if we are to build a representative Code. Act now. Start today. Send what you can today with your application. The rest to follow. September 1st is almost here.

Now—as soon as possible the National Code Committee of the Institute will mail each member a copy of the tentative Code which they are able to work out from material sent and in keeping with some very definite rules already laid down by the National Recovery Administration. You will be asked immediately to forward your suggestions and criticisms on this tentative Code. Where possible members of the Institute will be called together by cities and Sections to discuss the tentative Code and advise as a sectional group instead of individually. From this material the Institute Code Committee will draft a final Code and put it up to the vote of the Institute membership for approval. If O.K'd by the majority in a vote by mail, this final Code will be the one forwarded to the National Recovery Administration, with a request for a hearing and approval at earliest possible date. The Institute will pay the expenses of the Code Committee to Washington to be present and represent the industry at this hearing.

Now then—what are you going to do about it? The President's voluntary plan for establishing minimum wages and hours is with us. The only way we can get this blanket schedule of wages and hours amended to make them (especially hours) more amendable to the needs occasioned by the drastic fluctuations which affect volume in our industry is through the adoption of a wage and hour set up more equitable to our needs and have it O.K'd by N. R. A. as a part of our national Code. The only way any of us seemingly will ever be entirely free from the ravages of unfair competition, "free this" and "everything that" in our industry, is through the kind of regulations which we can certainly obtain through N. R. A. approval of our Code. But N. R. A. in turn says that the Code when offered must be supported by a numerical majority of the photo finishers doing any amount of photo finishing. For early action that means you simply must join with the thousands of other photo finishers of the country in a common organization for building



Members of the South Central Photographers' Club of Wisconsin enjoying their annual picnic on August 6. An interesting sunlight group, and how different from the usual stilted picnic photograph.

and supporting a Code for national adoption. When adopted you will have to obey this Code. Infractions of the Code are punishable at the rate of \$500.00 a day for each day violated. We believe that common business sense should cause every man in the finishing business to demand that he have a part in drawing up such a Code as that.

In setting up the Institute with just sufficient dues to cover the bare expense of gathering statistics and suggestions and keeping members fully advised, we believe you will agree that the Master Photo Finishers of the country are showing the right spirit and leading the way. Your government is asking you to co-operate, not only to help bring good business back, but to help keep it good and well regulated after improvement is here. In signing the President's voluntary N. R. A. membership in paragraph No. 11 you agree with President Roosevelt "to co-operate in the fullest extent in having a code of fair competition submitted by your industry at the earliest possible date and in any event before September 1"—that's what it says, word for word. President Roosevelt is giving you and your industry a chance to co-operate and regulate itself to insure a fair profit hereafter for yourself and a decent living for your employees. You are on trial. The Association is on trial. And the industry and its future is in the balance.

Let's all make it a real industry—together.

Guy A. Bingham, Temporary Managing Director The Photo Finishers Institute of America.

STATEMENT OF PURPOSE AND PRINCIPLES OF
THE PHOTO FINISHERS INSTITUTE OF

AMERICA PURPOSE

Realizing that, after all, possibly the most important and valuable contribution a national co-operative trade association can provide for the industry it proposes to serve, is to provide for the betterment and stabilization of the trade conditions for that industry, and

Further realizing that to obtain this end the trade association must provide an easy means for encouraging the enrollment of practically 100% of all members of the industry, both large and small, the members of the Master Photo Finishers of America on recommendation of their National Board of Trustees and by majority vote by mail, have voted to provide for this need by establishing a subsidiary organization with very nominal annual dues and the transferring of all activities having to do with betterment of trade conditions to that subsidiary, realizing

That there are many doing some Photo Finishing, who either because of their plan of doing business, their location or the size of their business field do not feel in position to use any per cent of the business promotion ideas, plans and items of the Master Photo Finishers of America and therefore do not consider the dues necessary for that Association to charge for financing such a business promotion program a good investment for them, but would prefer to join a subsidiary organization dedicated and working solely for trade stabilization. Particularly at this time when the Federal Government in connection with the National Recovery Act, is making it advisable for all members of all industries to join with their

national trade association in formulating a Code of Fair Competition for the regulation of the entire industry.

Hence the establishment of the Photo Finishers Institute of America, with dues just sufficient to cover bare expense of calling members together locally where possible, of collecting statistics and suggestions and in keeping the membership well informed of national and business activities of interest, through "Developments" and otherwise. And in representing individual Photo Finishers as well as the industry at large, before the National Recovery Administration. It will, through organization, local and national, attempt to bring and keep competing Photo Finishers in contact, through meetings or otherwise, for the exchange of ideas and comparison of trade notes and the consideration of such policies in addition to those to be laid down by the National Code of Fair Competition (under N.R.A.) as are thought necessary because of peculiar local conditions. The Institute Board of Governors will be elected by the Institute membership and all of the Institute policies and activities will be subject to membership vote. It is intended to keep the organization just as democratic as possible and still allow for quick and effective action when and if necessary.

PRINCIPLES

It shall be the principle of the Photo Finishers Institute to truly represent as nearly as possible the cross-section of opinion of the industry both in organization activities as well as in representing the industry in connection with Government actions.

In general it will be against methods of doing business, which if adopted by the majority would tend to seriously injure the business. And in similar but opposite manner, it will lend itself to the promotion of trade policies and such regulations as the majority of the industry consider will build for the permanent good of the industry at large.

Constitution and By-Laws of the Photo Finishers Institute of America

A subsidiary Organization of the Master Photo Finishers of America, Organized Solely for the Betterment and Stabilization of Trade Conditions for the Photo Finishing Industry

ARTICLE I—NAME

A subsidiary organization shall be set up under the direction of the Master Photo Finishers of America, to be known as "The Photo Finishers Institute of America."

ARTICLE II—PURPOSE

This organization shall be dedicated solely to the purpose of betterment of trade and

labor conditions for the Photo Finishing industry.

ARTICLE III—MEMBERSHIP

Section 1. Membership in this Institute shall be limited to individuals and firms of good standing who shall be engaged in the business of Photo Finishing for profit.

Section 2. Other membership classifications may be set up at any time by majority vote of the Board of Governors.

Section 3. The Board of Governors shall act as a Membership Committee for passing upon the qualifications of applicants for membership.

Section 4. Any individual eligible for membership shall apply for membership by making application in writing to the Managing Director accompanied by a remittance for the annual dues as herein determined. However, bonafide members of the Master Photo Finishers of America by virtue of such membership shall automatically be considered members of the Institute, with dues paid as per provision provided for in Article VII, Section 5.

Section 5. Members of the Institute who are not members of the Master Photo Finishers of America shall have no standing in the Master Photo Finishers of America, nor the right to use the term "Master Photo Finisher" or the term "Master" as applied to any photographic product or service or the right to use the official emblem of the Master Photo Finishers of America.

ARTICLE IV—BOARD OF GOVERNORS

Section 1. The governing body of the Institute shall consist of a Board of five active members to be known as the Institute Board of Governors.

Section 2. Members of the Board of Governors shall be elected by the vote of active members present at the Institute's Annual Convention.

Section 3. On the adoption of this appendix, the President of the Master Photo Finishers of America, shall appoint a temporary Board of Governors to serve until the election of a new Board by the first annual convention of the Institute.

Section 4. The members of the Board of Governors shall be elected for a term of five years, but with first permanent Board members elected to respective terms of one, two, three, four and five years, according to vote received. Thereafter, one member of Board is to be dropped each year and a new member voted to fill the vacancy. Current Board Chairman shall suggest active member to be placed in nomination to fill vacancy, subject to other nominations from the floor.

Section 5. The Board of Governors shall appoint a Board Chairman and Treasurer

from among Board members. They shall also appoint an Institute Managing Director, who in addition to serving as Secretary of the Board, shall under Board regulations and control become the active manager of the Institute and take charge of its general organization and other activities.

Section 6. The Board of Governors shall have the supervision of the management of the business and financial affairs of the Institute as well as the power to appoint committees and delegate the power of the Board to same. The Board shall have the power to set up such new regulations as they may deem necessary and which shall come within Federal and State laws and the By-Laws of the Institute.

Section 7. Should any vacancies occur in the Board of Governors, the Board Chairman shall appoint an active member to fill the vacancy until the time of the next annual election.

ARTICLE V.—MEETING OF MEMBERS

Section 1. Annual Convention. The Annual Convention of the Institute shall be held on the day prior to the opening date of the regular annual convention of the Master Photo Finishers of America and in the same city, for the purpose of electing members of the Board of Governors, for discussion of general trade conditions and suggestions and voting of regulations for the industry and for the transaction of any other business which may come before its convention.

Section 2. Special Meetings. The Board of Governors by majority vote may call a special meeting of the Institute membership at any time or place which they may vote. The Board may also delegate the right to call special sectional or city meetings to sectional leaders whom they may designate.

Section 3. Sufficient notice shall be sent or given all members of annual conventions and also of any sectional or local meetings in which they might be interested.

ARTICLE VI—FISCAL YEAR

The Fiscal year shall end on the 30th day of September in each year.

ARTICLE VII—ANNUAL DUES

Section 1. Amount. The annual membership dues of the Institute shall be \$2.50.

Section 2. All dues shall be payable in advance. No dues previously paid shall be refunded for any reason.

Section 3. Any member in arrears for a period of thirty days may be deprived of privileges of membership in the Institute at the discretion of the Board of Governors.

Section 4. One dollar and fifty cents of dues paid shall be considered as payment of

subscription for "Developments" and shall be turned over to the National Office of the Master Photo Finishers of America as such.

Section 5. The Treasurer of the Master Photo Finishers of America shall out of the funds of that organization pay the annual Institute Membership dues, less \$1.50 retained for "Developments," for each member of the Master Photo Finishers of America.

Section 6. Should members of the Institute make application for membership in the Master Photo Finishers of America, the amount of membership dues paid the Institute shall be credited in full as part payment for such membership, if passed. In such instance the Treasurer of the Institute shall pay to the Treasurer of the Master Photo Finishers of America, the amount of dues so credited, less \$1.50 already paid the Master Finishers of America for "Developments."

ARTICLE VIII—EXPULSION

Section 1. A member may be expelled from the Institute if in the opinion of a majority of the Board of Governors, such member has been guilty of violation of the by-laws, rules and regulations of the Institute, or who has acted in a manner prejudicial to its interests, providing such member shall have been advised of cause for such probable action at least ten days prior to action and shall have been given an opportunity to offer defense.

Section 2. In event of expulsion of any member he shall lose all rights and privileges of membership and all interest in and to the funds and property of the Institute.

CODE OF FAIR COMPETITION FOR THE PHOTO FINISHING INDUSTRY PREAMBLE

I. To effectuate the policy of title I of the National Industrial Recovery Act during the period of the emergency, by reducing and relieving unemployment, improving the standards of labor, eliminating competitive practices destructive of the interests of the public, employees and employers, and otherwise rehabilitating the Photo Finishing Industry, the following provisions are established as a code of fair competition for this industry.

DEFINITIONS

II. (a) The term "photo finishing" (sometimes known as amateur finishing, or as developing and printing) as used herein is defined to mean the service of developing exposed photographic roll films, plates, cut films, or film packs, and the making of prints, enlargements and/or photographic specialties therefrom. The term "photo fin-

isher" as used herein is defined to mean one who is engaged in the service of *Photo Finishing* as corporate or private Photo Finishing plants, and those that are subsidiaries of other groups, partnerships or corporations.

PERSONS

(b) The term "person" as used herein shall include any individual, partnership, association, trust or corporation.

EMPLOYEE

(c) The term "employee" as used herein shall include every person engaged in the production, sale and/or distribution of photo finishing in all its branches.

EFFECTIVE DATE

III. "Effective date" as used herein shall be the second Monday following the approval of this code by the President.

LABOR PROVISIONS

IV. Photo finishers will comply with the following specific provisions of the National Industrial Recovery Act:

(a) That employees shall have the right to organize and bargain collectively through representatives of their own choosing, and shall be free from the interference, restraint or coercion of employers of labor, or their agents, in the designation of such representatives or in self-organization or in other concerted activities for the purpose of collective bargaining or other mutual aid or protection;

(b) That no employee and no one seeking employment shall be required as a condition of employment to join any company union or to refrain from joining, organizing, or assisting a labor organization of his own choosing; and

(c) That employers shall comply with the maximum hours of labor, minimum rates of pay, and other conditions of employment, approved or prescribed by the President.

(d) That any person, or persons, whether owner, executive, or in other capacity, performing any manual or mechanical labor must be bound by hours of labor, salaries and all other provisions set up in this code.

RESTRICTIONS

V. (a) This code is not designed to promote monopolies and shall not be availed of for that purpose.

(b) The provisions of this code shall not be so interpreted or administered as to eliminate or oppress small enterprises or to discriminate against them.

HOURS OF LABOR

VI. On and after the effective date the maximum hours of labor for employees shall be forty (40) hours per week, subject to the following limitations and exceptions:

(a) That the hours worked in any calendar week by any employee may be extended to a maximum of 44 hours, providing the weekly average over a period of six consecutive months does not exceed 40 hours per week for any employee.

(b) That the maximum hours established shall not apply to employees where pay is \$30.00 or more per week in executive or managerial or supervisory capacity, or outside salesman.

EMPLOYMENT OF MINORS

VII. On and after the effective date, employers shall not employ any minor under the age of sixteen years.

MINIMUM WAGES

VIII. (a) Population, for the purposes of this agreement, shall be determined by reference to the 1930 Federal census.

(b) Not to pay any class of employee less than at the rate of \$15.00 per week in any city over 500,000 population, or in the immediate trade area of such city; nor less than at the rate of \$14.50 per week in any city of between 250,000 and 500,000 population, or in the immediate trade area of such city; nor less than at the rate of \$14.00 per week in cities or towns of less than 250,000 population; except that the rate for the States of Virginia, North Carolina, South Carolina, Georgia, Kentucky, Tennessee, Alabama, Mississippi, Arkansas, Louisiana, Texas, Maryland and the District of Columbia shall be \$1.00 less per week than the above rates.

LICENSES

IX. (a) It is hereby provided that all persons, members of The Photo Finishers Institute of America, shall by virtue of their membership be deemed collectively to have been licensed to do business in this industry under this act.

(b) All persons engaged or about to engage in this industry, and not a member of The Photo Finishers Institute of America, shall promptly, following the effective date of this code, obtain from the Institute Administrators (as defined in this code under "Administrators") a license or permit thus to continue or engage in business, which permit shall be conditional upon the applying firms complying with all and every provision of this code and the amendments thereof, and such other and further regulations as may be prescribed by the Administrators and approved by the President.

ADMINISTRATION

X. (a) The administration of the code shall be under the direction of the Board of Governors of the Photo Finishers Institute of America.

(b) The Administrators shall have full power to administer the code.

(c) Copy of this code must be posted in a prominent place in all finishing plants, and failure to comply with this provision shall be considered a violation of this code.

(d) The expense of administration shall be borne by all Photo Finishers who are under the regulations of this code, and the Administrators may, from time to time, make such assessments against the members of this code as it shall deem proper and necessary for the enforcement of same, such assessments to be spread upon a fair and equitable basis.

UNFAIR PRACTICES AND CODE VIOLATIONS

XI. The following practices are hereby declared to be unfair and to be violations of the intent and spirit of this code.

(a) Giving or offering any free merchandise or service as a part of the sale of any photo finishing product to any purchaser or prospective purchaser, or to any officer, employee, agent or representative of any such purchaser or prospective purchaser; giving or offering any free merchandise or service, or coupon equivalent to same, by a photo finisher or his dealer, either alone or with other goods, or as an inducement to a purchaser to buy other or additional goods.

(b) To sell any photo finishing service or product or merchandise for less than cost; "cost" to be established by using uniform accounting principles approved by N. R. A. and The Finishers Institute for our industry.

(c) Failure of any Photo Finisher to adhere to his published prices and discounts.

(d) Maliciously enticing away the employees of competitors for the purpose and effect of unduly hampering, injuring or embarrassing competitors in their business.

(e) Discriminating in prices between the different purchasers of any Photo Finishing commodities where the effect of such discriminations may be to lessen competition substantially.

(f) Defaming competitors by falsely imputing to them dishonorable conduct, inability to perform contracts, questionable credit standing or by other false statements or representation or by false disparagement of the grade or quality of their products with the purpose of misleading or deceiving purchaser or of injuriously affecting the business of such competitors.

(g) Secretly paying or allowing rebates, commissions, credits or unearned discounts, whether in form of money or otherwise, or secretly extending to any purchaser special services or privileges not extended to all purchasers under like terms or conditions.

(h) Misleading or deceiving customers with respect to the quantity, quality, grade

or substance of stock or other elements entering into the completed work.

(i) Intending to avoid contractual obligations or maliciously inducing, or intending to induce a breach of existing contracts between competitors and their customers by any false or deceptive means whatsoever, or interfering with or obstructing the performance of any such contractual duties or services by any such means.

(j) Allowing the return for part or full credit of any products of photo finishing previously sold, for any reason other than said products being of an unsatisfactory nature.

CHANGES AND ADDITIONS

XII. Such of the provisions of this code as are not required to be included therein by the National Industrial Recovery Act may, with the approval of the President, be modified or eliminated in such manner as may be indicated by the needs of the public, by changes in circumstances, or by experience; all the provisions of this code, unless so modified or eliminated, shall remain in effect until the expiration date of Title I of the National Industrial Recovery Act.

It is contemplated that from time to time supplementary provisions to this Code or additional conditions will be submitted for the approval of the President to prevent unfair competition in prices and other unfair and destructive practices and to effectuate the other purposes and policies of Title I of the National Industrial Recovery Act.

Rungs
Edited by
Howard D. Beach

FAVORITE PICTURES

LOOK them squarely in the face and courageously take stock.

Do they, as we supposed, glow triumphantly?

Had another made them, would we grant them compelling interest?

Why not?

What is lacking?

New deal—shake 'em up!

Howard D. Beach

Ask Us!



WE ARE 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 two 3c stamps. Answers will be forwarded direct by mail as quickly as we can write the proper persons 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 our care. 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. We answer questions on literally hundreds of subjects in addition to those listed.

Portrait Photography:

COMPOSITION IN PORTRAITURE—Nicholas Haz, F. R. P. S.
COST FINDING—Louis Dring.
HOME PORTRAITURE—Fred R. Bill.
RECEPTION ROOM PROBLEMS — Mrs. Helen G. Stage.
WHITE BACKGROUNDS—Fred R. Bill.

Commercial & Industrial Photography:

AERIAL—Arthur P. Bancroft.
ARCHITECTURAL—Harold H. Costain.
BANQUETS—John E. Ertler.
CIRKUT WORK—John E. Ertler.
COLORING GLOSSY PRINTS — M. M. Hampton.
COMMERCIAL PRICES—H. C. McMullan.
COST FINDING—Louis Dring.
FURNITURE—“Jim” Thompson.
GENERAL WORK—Harry J. DeVine.
NEWS AND PRESS WORK—John E. Ertler.
PHOTOMICROGRAPHY—Charles H. Shipman.

Photo Finishing:

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

Miscellaneous:

ACCOUNTING SYSTEMS—Louis Dring.
AIRBRUSHES AND AIRBRUSH EFFECTS — J. A. Paasche.
BROMOIL—Charles H. Shipman.
COLORING IN OILS—Mrs. Hugh Carver.
COLORING WITH WATER COLORS — M. M. Hampton.
DARK ROOM DIFFICULTIES—Charles H. Shipman.
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.
MAZDA LAMPS—W. E. Worstell.
MOUNTING AND ADHESIVES—Nat Heiman.
PHOTOFLASH—W. E. Worstell.
RETOUCHING—Crosby M. French.
STUDIO DECORATION—Fred R. Bill.

CHARLES ABEL INCORPORATED
 525 Caxton Building Cleveland, Ohio



WE BUY old films and glass

Write for quotations

H. L. Schwartz & Son Mfg. Co.
 TIPTON, IND.

Coloring Glossy Prints. *I would like to get some brief and clear instructions on how to color glossy prints evenly and smoothly.*
 —B. H. S., Bridgeport, Conn.

Answer by Mr. McMullan: It is necessary, of course, to use transparent water colors for coloring glossies. The first essential is that the print be thoroughly washed as any trace of hypo will cause unevenness of the colors. Second, use plenty of spittle on a tuft of cotton and rub it over the print before you begin to color. This will help the color to “take.” Third apply your color very weak, allowing it to work in by repeated applications and constant movement of surplus color, thus allowing the pores of the emulsion to absorb the color gradually and evenly. Fourth, be sure no excess color remains on the surface of the print, and to accomplish this, blot with a lintless blotter after each application of color. After coloring, set the colors by immersing the print in a tray of good white wine vinegar for half a minute or so, rubbing it the while with a tuft of cotton. Then rinse off the vinegar under the tap and put the print through the ferrotyper.

Twelve studios on Chicago's North Side have agreed to close all day Sundays, the period covering July and August. The twelve who have decided that a photographer is as much entitled to a day off as anyone else are Richard, Gentzel, Sallman, Heinsen, Doose, Tumler, Czvein, Hansen, Biron, Boll, Duderstadt and Green.

A license ordinance has been passed in Calexico, Calif., but since it fixes fees at only from \$1.00 to \$3.00 a quarter, it will not be much protection to the photographers there.

Improved WILLIAMS RETOUCHER Now \$2.50



New, practical device for holding negative at proper tension; instantly adjustable to any angle; restful to eye and hand; hand will not stick; work faster and better in less time. Complete in itself. Order from Eastman Kodak and other stock houses.

THE H. K. WILLIAMS CO.
 1514 - 5th Ave. MOLINE, ILL.

Professional Dealers Who Want Your Trade

AKRON, OHIO—Metzger Photo Supply Co.,
1091 South Main St.; 183 South Main St.

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

BALTIMORE, MD.—Eastman Kodak Stores,
Inc., 309 North Charles Street

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

BOSTON, MASS.—Ralph Harris & Co., 80
Bromfield Street

BOSTON, MASS.—Eastman Kodak Stores,
Inc., 38 Bromfield Street

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

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

CHICAGO, ILL.—Eastman Kodak Stores, 133
North Wabash Avenue.

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

CINCINNATI, OHIO—Eastman Kodak Stores,
Inc., 27 West Fourth Street

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

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

CLEVELAND, OHIO—Eastman Kodak Stores,
Inc., 806 Huron Road

DALLAS, TEXAS—Eastman Kodak Stores,
Inc., 1504 Young Street

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

HOLLYWOOD, CALIF.—Hollywood Camera
Exchange, 1600 Cahuenga Blvd., cor. Selma.

HOUSTON, TEXAS—Texas Photo Supply Co.,
1019 Main Street

INDIANAPOLIS, IND.—The H. Lieber Com-
pany, 24 W. Washington Street

JACKSONVILLE, FLA.—Eastman Kodak
Stores, Inc., 129 West Adams Street.

KANSAS CITY, MO.—Eastman Kodak Stores,
Inc., 916 Grand Avenue

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

MEMPHIS, TENN.—The Memphis Photo Sup-
ply Co., 122 Union Avenue

MILWAUKEE, WIS.—Eastman Kodak Stores,
Inc., 737 North Milwaukee Street

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

NASHVILLE, TENN.—Geo. C. Dury Com-
pany, 420 Union Street

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

NEW YORK CITY—Eastman Kodak Stores,
Inc., Madison Avenue at 45th Street; 235
West 23rd Street; 745 Fifth Avenue.

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

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

NEW YORK CITY—New York Camera Ex-
change, 109 Fulton Street

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

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

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

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

ST. LOUIS, MO.—Eastman Kodak Stores,
Inc., 1009 Olive Street

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

SAN ANTONIO, TEXAS—Southwest Photo
Supplies, 120 Bonham Street

SAN FRANCISCO, CALIF.—Eastman Kodak
Stores, Inc., 216 Post Street.

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

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

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

TOLEDO, Ohio—George L. Kohne, 602 Sum-
mit Street.

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

WINNIPEG, MAN.—Eastman Kodak Stores,
Ltd., 287 Portage Avenue, also Calgary, Alta.

Mr. Wallace E. Dobbs, Secretary P. I. A. of A., 648 Harrison St., Flint, Mich.

I want to join The Photographers' International Association of America, and enclose my check for \$2.00, which I understand makes me an active member until December 31, 1933, and also makes me a subscriber to ABEL'S WEEKLY during that time.

Studio

Your Name

Address

Classified Advertising

Cash must accompany order. Advertisements not accompanied by remittances will be returned. No display permitted. First two words 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.

Confidential Service: There are times when a reader wishes to answer a box number, but does not wish to reveal his own identity without knowing that of the advertiser. In such cases, answer the box number as usual, and send with your reply a separate letter giving the names of any persons to whom you would not wish to write. If the advertiser happens to be one of these persons, your letter will be destroyed and not forwarded. Naturally we cannot return the letter or we would be exposing the name of the advertiser.

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 Charles Abel Incorporated, 525 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. Charles Abel Incorporated 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.**

STUDIO WANTED

STUDIO WANTED, to rent with prospect of buying. Prefer location in Arizona, New Mexico or Texas. Give full particulars. L. M. Bates, c/o Ross Studio, Pawnee, Okla. 8-26-1-C

SMASHING REDUCTIONS

SEND FOR BARGAIN LIST

NEW YORK CAMERA EXCHANGE

109 Fulton Street New York, N. Y.

MISCELLANEOUS

VALUABLE OIL COLORING INSTRUCTIONS: 13 loose-leaf pages of mimeographed notes used at the Marshall Schools of Photo Coloring; General Information; Blending of Colors; Table of Colors and blending of colors for shadows and highlights in all types of eyes, hair, drapes, jewelry, flowers, landscapes, marines, etc. Years of experience boiled down to concise facts. Invaluable. Complete set postpaid for twenty 3c stamps. Money orders or checks not accepted. Charles Abel Incorporated, 525 Caxton Bldg., Cleveland, Ohio. 10-8-tf

FOR SALE—Lenses. 11x14 Perigraphic convertible lens; fine compact portrait and group, (Gundlach Manhattan Optical Co., Rochester) F/5.6, medium focal length, 3 inch diameter, new condition; list \$112. My price \$65. Goetz Anastigmat Series 3, No. 3, F/6.8, 8¼ inch focus, Volute shutter. Fine for copying, enlarging and 8x10 view work, \$30. Wollensak Verito diffused focus lens 11½ inch focus, F/4, Studio shutter, 3 inch diameter, new condition, \$30. 8x10 extreme Wide Angle lens; fine, ¾ inch diameter, in new Betax shutter, \$25. Deposit system. E. Monroe Brown, 127 Virginia Ave., Clarendon, Virginia. 8-26-1-C

ADOLPH ZAMSKY—Where are you? Get in touch with your brother at once at this address. Last heard of two years ago in Salt Lake City. Mother died. Al Zamsky, 1523 West 18th Place, Chicago, Ill. 8-26-1

SITUATION WANTED

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

YOUNG MAN, expert operator, retoucher, printer, desires work in studio. Have my own home portrait equipment. Am also experienced studio manager. Fred L. Hauber, Coudersport, Pa. 8-26-2-C

EXPERIENCED LADY wishes steady position as general assistant in good small studio. Address R-2 care this journal. 8-26-1-C

STUDIO FOR SALE

FOR SALE—One of the largest studios in central Pennsylvania. Population 80,000. Well equipped, fine location; very low rent. Price exceptionally low. Write M-5 care this journal. 8-26-1

HELP WANTED

The insertion of an advertisement under "Help Wanted" carries with it the obligation on the part of the employer to answer every response to his advertisement, if only with a postcard, and to return samples of work, etc., promptly. The editor of ABEL'S will appreciate being advised when employers fail to accord this courtesy to employees.

PHOTOGRAPHER WANTED—Man or woman, must be all around workman with real ability and personality. An opportunity for good mixer to get a foot hold in the New Deal in a southern city. Address S-7 care this journal. 8-26-1-C

WANTED—FIRST class operator. Must be good printer for high grade studio. Give references, experience in first letter. Write V-1 care this journal. 8-26-2



She says; "ONE DOZEN" more quickly with GROSS mounts

Perhaps a majority of customers come to your studio, at the first, dominated by the desire for one picture, for one person.

Your effective artistry sells them additional portraits; and your salesmanship carries along the impulse for more copies.

But when the resistance to the full dozen order is at its critical point in the sale—that's the time when the little graces of individuality and outstanding style-character in GROSS Mounts, influence decision subtly, yet powerfully.

Day after day—without recourse to high-pressure selling—GROSS mounts aid the quality conscious photographer in making the profitable but difficult full dozen sales.

May we send you news about our latest styles in Mounts? Write for illustrated circular.

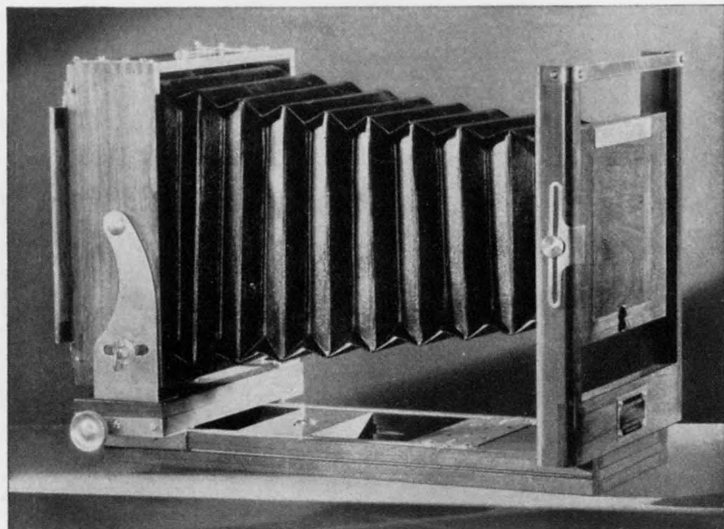
Canadian Agents and
Distributors:
W. E. Booth Co., Ltd.
12 Mercer Street,
Toronto, Ont.
480 LaGauchetiere St., W.
Montreal, Quebec.

Sample offers to professional photographers
Assortment Postpaid
#1—6 of sizes smaller than 3x4 25c
Folders and Easels
#2—12 of 3x4 and 3x4½ 50c
#3—10 of 4x6 50c
#4—8 of 5x7 50c
#5—6 of 8x10 50c
When writing for samples, describe your needs
so we will be better able to select interesting
numbers.

THE GROSS PHOTO SUPPLY CO.

TOLEDO, OHIO

Manufacturers of "Uncommon" mountings.



Just Announced...

STURDY—INEXPENSIVE

EASTMAN View Camera 33

HERE is the camera you need for that extra-profit outside job. No essentials of construction or operation have been omitted. It's strong and sturdy, operates smoothly, and does its work in a thoroughly professional manner. You'll find it practical to use and easy to buy. See it at your dealer's.

SPECIFICATIONS

Size 5 x 7, rising and falling front, vertical and horizontal swings, single extension bed, rack-and-pinion back focusing, reversible ground glass back, cut off board for using half of film or plate, 13 inch bellows extension, 4 x 4 inch lens board, and sufficient compactness to permit the use of wide angle lenses. The finish is flat walnut with metal parts satin finished. The camera weighs 4 $\frac{3}{4}$ pounds.

Eastman View Camera 33, 5 x 7, with one Film or Plate Holder \$26.00

Black Fiber Case for camera and six holders

4.50

EASTMAN KODAK COMPANY, Rochester, New York

—When you write to Eastman Kodak—please mention ABEL'S—