

The PROFESSIONAL PHOTOGRAPHER

Formerly Abel's Photographic Weekly

Published the fifth and twentieth of each month
Official Journal The Photographers' Association of America

Vol. 62 No. 1472

20c a Copy

August 20, 1938

OFFICIAL CONVENTION PROGRAM



51st Annual Convention

**The Photographers'
Association of America**

August 22 to 26

Hotel Stevens, Chicago, Ill.

— and

**Fourteenth
Annual
Directory
Edition**



ARISTOCRATS

AMERICA'S Smartest Mountings are made by *Gross*... With a thirty-two year background of mounting service to the profession, we speak from experience when we state that the new Fall and Winter styles of *Gross* Mountings are far ahead of any of our previous efforts. This season we present original designs which will continue to lead the field and help establish you as a leader in your community.

Gross Mountings are the aristocrats of the field. Today, more than ever—they offer radiant, outstandingly styled folders for your studio, yet the prices are reasonable.

There will be a *Gross* booth and *Gross* representatives at the big convention. . . Look us up and learn first hand the many advantages which we have for you this season.

If by chance you are not attending the convention . . . write us for illustrated circular describing Gross Mountings.

THE GROSS PHOTO SUPPLY CO.
MANUFACTURERS • TOLEDO, OHIO

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Let these G-E LAMPS HELP YOU TO BETTER PICTURES



1000 and 1500-watt PS-52. For general studio lighting. In clear glass and inside frosted photo blue. Also in the bulb size. *Movieflood*, a photo-flood-type lamp (fifteen-hour life).



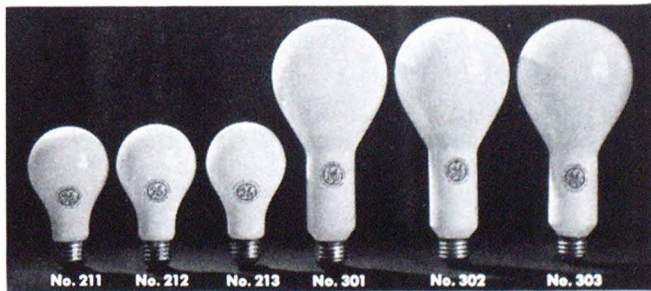
400-watt G-30 spotlight. Comes in clear glass and photo blue. Also spotlight lamps of 1000 and 2000-watt size, for use with *Movieflood* where added lighting punch is needed.



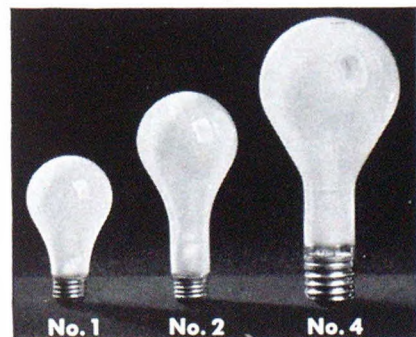
1000-watt T-20. Has a more concentrated filament than lamps in the PS-52 bulb. This helps provide better light concentration; permits crisper shadows.



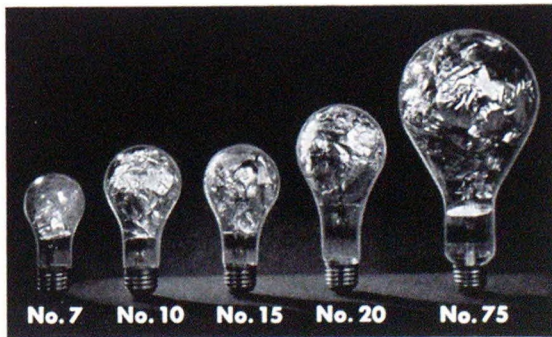
500-watt T-20. In clear glass. Often used in spotlights, because of its concentrated filament. Also available in inside-frosted photo blue.



New . . . a complete line of Photo Enlarger lamps. Better diffusion. 6 different intensities of light but only two bulb sizes, therefore, only two light center lengths. New special diffusing bulbs assure smooth distribution of light. Fit most leading enlargers.



G-E MAZDA Photoflood lamps. Their brighter, whiter light teams with modern film for better pictures. Three sizes: No. 1, the original lamp; No. 2, twice the light, three times the life; No. 4, mogul base, four times the light of No. 1, five times the life.



G-E MAZDA Photoflash lamps. Great for action pictures, jobs away from power lines or color work. Two new sizes, No. 7 and 15, with longer flash, for synchronized flash shots. All five sizes have light of the same color quality; each size is uniform in light output . . . helpful advantage for color photography as well as black and white.

To be sure of dependable light for photography insist on lamps that bear the mark G-E

GENERAL  ELECTRIC

Point for Point-



NOVABROM

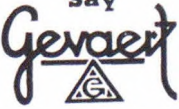
proves itself the choice for
"Perfect Pictures"

- 1—Novabrom produces tones that are rich and brilliant in quality.
- 2—Novabrom is a fast paper, this characteristic is a distinct advantage where quantity printing is necessary.
- 3—Novabrom has a long scale of gradation thus insuring perfect reproduction from finely detailed negatives.
- 4—Novabrom's extremely wide latitude permits control of exposure and development resulting in brilliant well graded prints.
- 5—Novabrom, like all other Gevaert sensitized products, possesses a very tough emulsion which resists changes in solution temperatures. This insures easy and safe darkroom handling and drying.
- 6—Novabrom is supplied in eleven beautiful surfaces and five contrasts.

Add all these points up and you have a paper that is the logical choice for "Perfect Pictures." Novabrom has attained its wide popularity because all these characteristics have been closely identified with it for over twenty years.

Photographers everywhere have recognized the versatility of Novabrom. It is used extensively in newspaper plants, commercial studios, advertising and portrait studios, as well as for photo-murals and postcards. When you want the best—specify Novabrom the all-purpose enlarging paper.

Other Gevaert papers include: Ronix, Artex, Artona Rapid, Novatone Rapid, Gevaluxe Velours, Novaflex, Transparex, Latex, Navagas, Projection Proof, and P.O.P. Proof. *Cut films:* Ultra-Panchro Studio, Ultra Panchro Press, Superchrome, Studio High Speed, Ortho Commercial, Process Extra (all anti-halo backed), Commercial.

Say

 for
 perfect pictures

Plates: Super Press A.H., Superchromosa A.H., Ultra-Panchro A.H., Studio Plate, Sensima Ortho, Ortho Process, Lantern Slides.

Roll Films, Film Packs, Films for 35mm miniature cameras, 16mm Cine Reversal Films (all anti-halo backed), Cine Professional Films.

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Get in STEP

WITH THE TIMES

*Two Machines You Need NOW
to Increase Production and
Improve Quality in Your Studio*

THE present amazing popularity of amateur photography has brought about an almost overwhelming demand for high-quality, photo-finishing service. Old fashioned methods and equipment cannot meet this demand. It's a far cry from Grandpa and his little box camera to the modern amateur photographers of today. Equipped with expensive modern cameras, fine-grain high-speed films, photo-electric exposure meters, color filters, and many other up-to-the-minute accessories, our modern amateurs are satisfied only with the very best in photo-finishing service. They know and demand real quality in their finished prints and will take their films only where they know they can get such results. To get your full share of this profitable volume business, why not equip your studio now to handle it speedily and economically? Begin by installing Pako equipment.

For instance: here are two machines that should be in every modern photo-finishing studio today — the PAKO PRINT WASHER and the PAKO ECONOMY DRYER. With these two machines in your plant, you can handle a tremendous volume of amateur prints with never a worry about quality, labor costs, rush period overtime, or spoilage. Every print will be washed and dried to the complete satisfaction of the most exacting customer and at a cost that will permit you to meet competition at a profit.

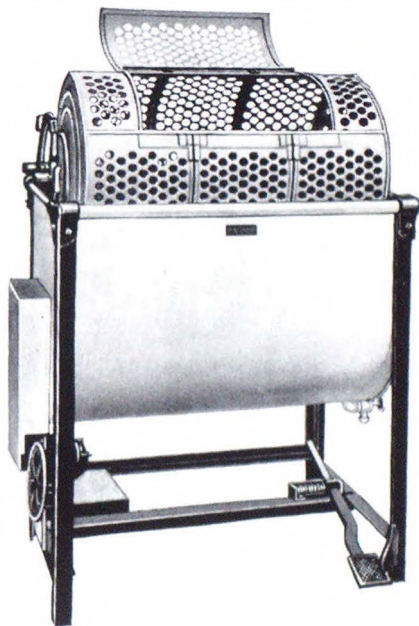
PAKO CORPORATION

The PAKO PRINT WASHER

Assures Fast, Thorough, Easy Washing at Low Cost

Handles 250 average amateur prints per batch, larger sizes in proportionate quantities. Does a thorough, careful job preserving the permanency of every print. Perforated drum rotates gently in tank of constantly changing water. Drum electrically driven, disengages drive when raised by foot lever. Cover serves as drain tray. Prints easily removed without wetting attendant's arms. No attention required except in loading and unloading.

PRICE 125.00

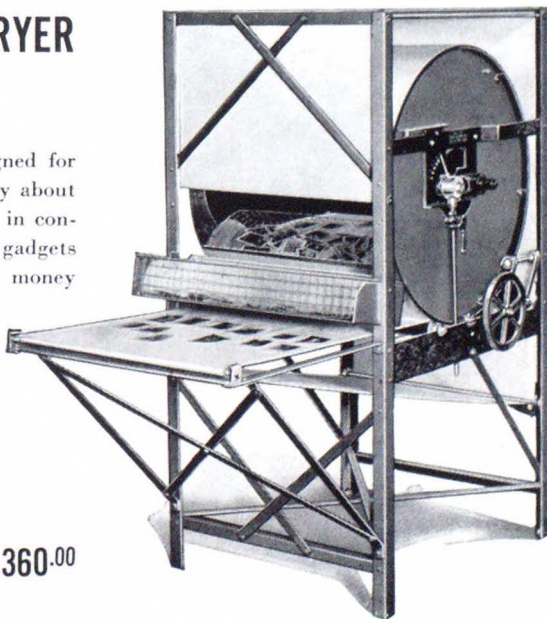


The PAKO ECONOMY DRYER

**Another Essential
in Modern Photo Finishing**

A rugged, sturdy dryer especially designed for glossy prints. Average minimum capacity about 800 Kodak size prints per hour. Simple in construction without unnecessary frills and gadgets it offers the greatest dryer value that money can buy. The strong steel frame is built to give years of profitable service yet is light in weight and requires but little floor space. Thermostatic heat control within the drum insures proper drying speed for highest quality results. Does a splendid job of drying glossy prints thoroughly, quickly, and economically.

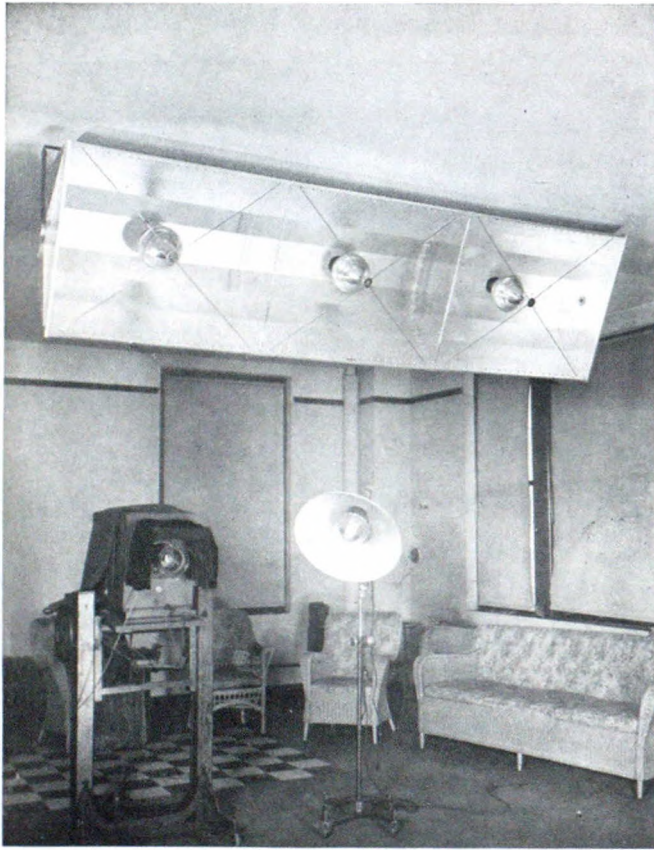
GAS HEATED 360.00



Don't fail to get complete information on both of these machines. You need them in your business . . . N-O-W! Write today.

MINNEAPOLIS, MINN.

Overhead Indirect Flood Ventlites



were designed and constructed for the definite purpose of flooding the entire operating field of the Camera Room with a high intensity of smooth, diffused light; that this endeavor has been accomplished in a satisfactory manner is most eloquently answered by the hearty approval received from hundreds of progressive Studio Owners who have installed Overhead Indirect Flood Ventlites.

These large Ventlite Reflectors have been so scientifically constructed that when the number of units recommended for purposes required are installed, they yield an absolutely even light over the entire subject, whether it is a single figure, a large group or a commercial setup. With general lighting (or lights in shadows) automatically taken care of by The Overhead Ventlite Assembly, it becomes a very simple matter to add

the necessary highlighting to bring about the desired modeling and special lighting effects. Any number of different lightings and poses can be secured with a minimum of effort and time, coupled with the assurance that all negatives will be uniform in exposures.

The Overhead Indirect Flood Ventlite System handles large groups and set-ups with ease and simplicity. A Quad Ventlite Skilite Cabinet, together with the Studio Modeling Ventlite completes the necessary modeling and highlighting equipment.

Two-section assembly (two end sections)	\$ 87.00
Three-section assembly (two end sections and one center section)	125.00
Weight of three sections	47 lbs.
Four-section assembly (two end sections and two center sections)	163.00
Additional center sections	38.00

Studio Modeling Ventlite

continues supreme for the purpose of modeling and highlighting. Present owners find it so indispensable that it is used on 95% of all their sittings, and we honestly believe no Studio lighting is complete without the Studio Modeling Ventlite.

Studio Owners who have not yet secured this marvelous light, cannot afford to waste their time with the inferior imitations now offered.

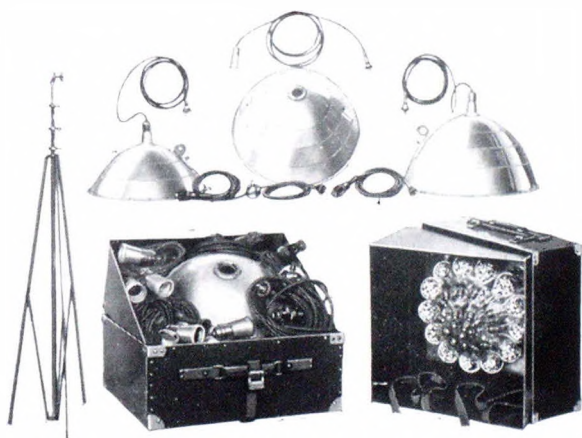
The Studio Modeling Ventlite is sturdily built throughout, is exceedingly efficient and most convenient and simple to manipulate; it accommodates all the Photographic globes including Photo-floods by means of the Ventlite Telescopic Socket Housing.

Complete, including Reflector, Deflector, Stand, Extension Cord and China Silk Diffuser\$60.50



Ventlite Photoflash-Photoflood

Portable Lighting Equipment



● For every type of group, assembly, banquet, and interior photography.

High efficiency reflectors that nest so closely together that up to 10 reflectors with all the necessary lamp and cord equipment can easily be carried in convenient cases furnished.

These reflectors are made in two sizes, 20 inch and 16 inch in diameter, are made in four light angle spreads, and are available in either medium sized socket cords or mogul telescopic socket cords, the latter accommodating all the Photoflash and Photoflood size globes now made.

Any sized outfit to suit individual needs can be selected from reflectors and a most complete line of accessories like 12 ft. stands, outriggers, suspension hangers, wall brackets, 30 ft. switch cords, 20 ft. connecting cords, cases for reflectors and for stands, etc.

Copy Ventlites

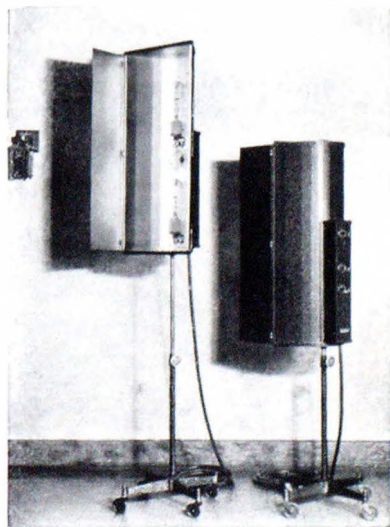
This new design in a copy light is so distinctly superior for the purpose of photographing flat subjects, that several large plants have discarded all other lighting mediums in favor of Copy Ventlites.

A pair of Copy Ventlites will yield an absolutely even, intense light over a 48 x 48 inch copy board at 4 feet distance from board.

They are recommended for Photo-engraving, Lithographing, Three-color process, Photogravure, Planograph, Photostat and all reproductions and photographing of flat subjects as practiced in Commercial Photography.

Reflectors are 36 inches high and 15 inches wide and are adjustable vertically on a telescopic sturdy stand with 25 feet of heavy rubber cable.

Sold in pairs with side wing or door to shield lens when used at oblique angles at \$150.00 a pair; Tilttable Copy Lights are also available at \$180.00 per pair.



Come to our exhibition space booths No. 97-98 at the Chicago Convention and see our entire line and have any item demonstrated that you desire, or write for more detailed descriptive literature. Buy from any leading Photographic Apparatus Dealer.

JOHNSON VENTLITE COMPANY

4619 W. Harrison St., Chicago, Ill.

All Kiwanians are requested to make their luncheon reservations at this booth for a splendid Kiwanis Program, Thursday noon, August 25th at the Kiwanis Club of Chicago, Hotel Sherman.
James J. Johnson, Acting President for the day



Negative on
HAMMER Portrait Ortho
Photo by
Jaenel Studio
Chicago, Ill.

YOU WILL CHOOSE WISELY

Photographers are so enthusiastic about the new HAMMER Portrait Ortho that they more than confirm our claims for the superior qualities of this unique new material. If you have not yet used HAMMER Portrait Ortho, see it at the Convention. We are certain that you will choose it for all fine assignments.

*Your Supply Dealer has
HAMMER Portrait Ortho*


HAMMER DRY PLATE & FILM CO.
SAINT LOUIS

The PROFESSIONAL PHOTOGRAPHER

Formerly Abel's Photographic Weekly

Published the fifth and twentieth of each month
Official Journal The Photographers' Association of America

Charles Abel, A.R.P.S., Editor

Welcome to Chicago!

● In the firm belief that greatest show in the history of photography will take place at the Hotel Stevens in Chicago, from August 22 to 26, inclusive, we, the Board of Officers of The Photographers' Association of America, wish to take this opportunity to extend our hearty greetings and cordial invitation to the 10,000 studio owners who will receive this magazine to join us in Chicago. We believe that as the result of eight months of effort we have produced the most comprehensive program, presented by the finest aggregation of talent, that The Association has ever offered. We have endeavored to arrange this program so that, for those who can only get away for a day or two, each of the four days are equally good. We have selected only speakers and demonstrators of known ability and, in the case of the Portrait Hall where audiences will run as high as a thousand, we have arranged for a special microphone installation to make certain that all may hear. All the requirements of every speaker and demonstrator have been provided for in advance and, so far as is humanly possible, we have provided for every contingency.

We are expecting the greatest picture exhibit in The Association's history and, so that it may be impressively and uniformly

displayed throughout, with all photographs properly lighted, we have ready twice as many of our handsome new easels as we had last year. We have expanded the morning Reception Room Clinics from one to two hours each, and have arranged to hold them in a larger hall, because they were so popular last year. We have added an evening program, as in no other way could we allow more time without being unfair to the manufacturers and dealers who are supporting us so royally. With all this, we have still included dances every night to the music of the best orchestras obtainable in Chicago, all in charge of a nationally known entertainer as Master of Ceremonies. And finally, we promise you the greatest show of photographic materials, equipment, apparatus and accessories that has ever been brought together, a third greater than the record-breaking show of last year. There is no photographic product of importance that you will not see at Chicago.

More than this we cannot do. All we ask in return is that you reward our efforts by attending. Whether we can merit the continued support of the manufacturers and dealers and whether we can hold as big or even bigger conventions next year and in the years to come depends on whether enough photographers, dealers and their employees

Vol. 62, No. 1472

August 20, 1938

Published at Lorain, Ohio, by Charles Abel
Incorporated

Editorial Offices:
520 Caxton Bldg., Cleveland, Ohio.

Subscription Rates:
United States and Possessions, \$2.50 a year.
All other countries \$3.20 a year. Single copy price: 20 cents.

Publication and Advisory Board for the Association:

James M. Caufield, Chas. A. Bowman, Jr., A. R. Buehman.

Officers of The Photographers' Association of America:

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Commercial Vice-President: Chas H. Groene, Cincinnati, Ohio.

Treasurer: James M. Caufield, Louisville, Ky.
Secretary: A. R. Buehman, Tucson, Ariz.

Immediate Past President:

George J. Kossuth, Wheeling, W. Va.
Executive Mgr.: Charles Abel, Cleveland, Ohio.

come to Chicago to warrant the heavy cost of a show so big. Remember that this convention is financed entirely from the sale of booth space; not a nickel of the cost comes from The Association treasury. On the contrary, the convention produces a handsome profit for The Association. We'll be looking for you at Chicago!

Fred R. Bill, President

George F. Grignon, Vice-President

L. Davis Phillips, Portrait Vice-President

Charles H. Groene, Commercial Vice-President

James M. Caulfield, Treasurer

A. R. Buehman, Secretary

George J. Kossuth, Immediate Past President

Charles Abel, Executive Manager

Must You Belong to the Association to Attend the Convention?

● Not at all. Anyone in the photographic industry is welcome to attend, and the more the merrier. Members of The Association are of course admitted to all features of the convention (except the banquet) without charge. Studio owners, partners and managers who are not members pay a registration fee of \$3.00. Manufacturers and their employees pay \$2.00. Dealers and their employees also pay \$2.00. So do employees of studios. All others pay only \$1.00. The \$1.00 registration fee covers admission to the Manufacturers' and Dealers' Exhibit, the Picture Exhibit, the Ladies' Lounge, the various affairs that will be arranged for the ladies and the dances on Monday, Tuesday and Wednesday nights. The \$2.00 and \$3.00 registration fees include everything except the banquet. This takes place on Thursday night, and the price is \$2.50 per person, \$1.25 for children. The banquet will include all the trimmings that go with a first-class party, as well as a Fashion Revue featuring "Chicago's Most Photographed Mannequins," from 35 to 50 of Chicago's most beautiful photographic models, exhibiting the latest fashions.

Do You Need Help or Want a Position; Have You a Studio or Equipment to Sell or Exchange?

● If so, make your wants known to the clerk at the desk in the Registration Room where the sign reads "Help and Studio Exchange." During the rest of the year the only solution to this problem is through the help of the traveling men or an advertisement in *THE PROFESSIONAL* or *The Commercial Photographer*. At the convention, with a couple of thousand studio owners attending, you have a chance to meet your prospect face to face and many a deal can be consummated that might otherwise take weeks. There is no charge for this service. Give the clerk complete information, just as if you were writing an advertisement, together with your name and home address and also your temporary address in Chicago. Be sure to include your room number if you are at the Stevens or some other hotel. She will write all this down and communicate with you as soon as someone indicates interest. She will also arrange appointments between interested parties. Do not mail letters or advertisements to be posted as this is purely a person-to-person service and does not involve the posting of announcements on a bulletin board.

Visit the Sarra Studio

● An invitation that will interest every illustrative and commercial photographer and many of the portrait brethren has been extended by Valentino Sarra, famed Chicago illustrative photographer who appears on the Commercial Program Thursday afternoon. Mr. Sarra is throwing open the three-story building of Sarra, Inc., from cellar to garret (if there is a garret) on Monday and Tuesday, August 22 and 23, and invites all convention visitors to see the studio. We are told that it is one of the most completely equipped and certainly the most lavishly decorated studios in existence, devoted solely to illustrative work in both black-and-white and color. Your convention badge or Association membership card will admit you, and the address is 16 East Ontario Street.

GENERAL CONVENTION PROGRAM

Monday, August 22

9:30 A.M. LADIES' LOUNGE opens in Room 421-A (fourth floor) to remain open all day and evening in charge of the Ladies' Reception Committee. A place to rest and meet your friends, write your letters, play cards or get information. Maid service.

Evening Program

All sessions in the North Ball Room (third floor) where the Modern Reception Room will be on display. Be early as the program will move on time.

Treasurer Caufield in the Chair.

8:00 P.M. JAMES M. CAUFIELD, Louisville, Ky., speaking on "Our Modern Reception Room and Why We Built It." Don't miss this important opening session.

8:30 P.M. C. B. NEBLETTE, Director of Photographic Technology, Rochester Athenaeum & Mechanics Institute, Rochester, N. Y. A vitally important talk on "Increasing the Prestige of Professional Photography."

9:15 P.M. DISCUSSION PERIOD. Mr. Caufield, Mr. Neblette and others will answer questions as long as the audience cares to carry on.

White Badges Do Not Admit You to the Evening Program Above

Entertainment Program

9:00 P.M. DANCING until 1:00 A. M. in the big Boulevard Room (second floor) to the music of Lou Brownie and his Orchestra of Nine. BILL DORNFIELD, Master of Ceremonies. Card Tables for those who do not wish to dance. Prizes by the Ladies' Reception Committee. Fun and frolic by Bill Dornfield.

Notice to the men: All evening affairs are to be informal.

GENERAL CONVENTION PROGRAM

Tuesday, August 23

9:00 A.M. MANUFACTURERS' EXHIBIT opens, occupying entire second floor except Boulevard Room and entire third floor corridor. PICTURE EXHIBIT opens in North Assembly Room, Private Dining Rooms 2, 10 and 11 and elevator lobby, all on third floor. All close at 5:00 P. M., to re-open at 6:45 P. M. for Open Night for the Public.

9:00 A.M. LADIES' LOUNGE opens in Room 421-A (fourth floor) to remain open all day and evening in charge of Ladies' Reception Committee.

9:30 A.M. MODERN RECEPTION ROOM opens in North Ball Room (third floor), MRS. J. ROY CUSICK and MISS BERNICE VETTER, both of Louisville, Ky., in charge. Open all day until Evening Program starts. *White Badges Not Admitted.*

9:30 A.M. COUNCIL MEETING commences first session in South Ball Room (third floor) for members of Council and Officers only.

10:00 A.M. FIRST COLORING CLINIC in Private Dining Room 1, by MISS MARTHA PYKE, Peoria, Ill. Not a School, but a chance to have your problems discussed and solved. *White Badges Not Admitted.*

10:00 A.M. FIRST RECEPTION ROOM CLINIC in North Ball Room by MRS. EVA L. BRIGGS, Detroit, Mich., her topic this morning being "Reception Room Problems." *White Badges Not Admitted.*

Evening Program

All sessions in the North Ball Room (third floor)

Portrait Vice-President Phillips in the Chair.

8:00 P.M. MISS BERNICE VETTER, Louisville, Ky., "Our Modern Reception Room and Why We Built it," a brief explanation.

8:15 P.M. THEODORE H. FIRKS, Chicago, Ill., designer of the Modern Reception Room, explaining its purposes and how to duplicate it.

9:15 P.M. DISCUSSION PERIOD. Mr. Firks will answer questions as long as the audience cares to carry on with him.

White Badges Do Not Admit You to the Evening Program Above

OPEN NIGHT

7:00 P.M. The public will be admitted by tickets available only from Chicago P. A. of A. members and Chicago exhibiting dealers and manufacturers.

Entertainment Program

9:00 P.M. DANCING until 1:00 A. M. in the big Boulevard Room (second floor) to the music of Al Beckwith and his Orchestra of Nine. BILL DORNFIELD, Master of Ceremonies. Cards, Prizes and fun.

Notice to the men: All evening affairs are to be informal.

Tuesday, August 23

Portrait Program

All sessions in the Boulevard Room, second floor.

Be on time as the program will proceed as scheduled.

President Bill in the Chair.

1:30 P.M. OPENING SESSION. President Bill's address. Introductions of Officers and others. Reports of Executive Manager and Treasurer. Memorial Services.

2:30 P.M. MRS. G. SIDNEY CLUCK, Denton, Texas. "Composition in Draping," a demonstration which will surprise you with its speed and variety.

3:15 P.M. MRS. MARGERY M. MASON, Portland, Maine, speaking from a large experience, on "The Reception Room As I See It." Neither studio owners nor receptionists will want to miss this.

4:00 P.M. GEORGE M. EDMONDSON, Cleveland, Ohio. A talk and demonstration entitled "Bridal Photography, Past and Present," by one of America's finest photographers of brides.

Commercial Program

All sessions, except the Opening Session, in the South Ball Room, Third Floor.

The program will move on time.

Vice-President Grignon in the Chair.

1:30 P.M. OPENING SESSION. This is a joint meeting with the Portrait Division—see program for this hour above.

2:30 P.M. HARRY J. DEVINE, Westinghouse Electric & Mfg. Corp., Mansfield, Ohio. Talk and demonstration entitled "Commercial Photography for the Average Studio."

3:30 P.M. WILLIAM VANDIVERT, *Life* Magazine, Chicago, Ill., speaking on "Photographs the Newspicture Magazines Want, and Why."

4:00 P.M. FRANK OBERKOETTER, Peoria, Ill., who will make actual negatives during his talk and demonstration entitled "Color Photography—The Making of Color Separation Negatives." On Thursday he will show the results of this demonstration—in color.

GENERAL CONVENTION PROGRAM

Wednesday, August 24

9:00 A.M. MANUFACTURERS' EXHIBIT opens, occupying entire second floor except Boulevard Room and entire third floor corridor. PICTURE EXHIBIT opens in North Assembly Room, Private Dining Rooms 2, 10 and 11 and elevator lobby, all on third floor. All close at 6:00 P. M., to re-open at 7:30 P. M. for Evening Program.

9:00 A.M. LADIES' LOUNGE opens in Room 421-A (fourth floor) to remain open all day and evening in charge of Ladies' Reception Committee.

9:30 A.M. MODERN RECEPTION ROOM opens in North Ball Room (third floor), MRS. J. ROY CUSICK and MISS BERNICE VETTER, both of Louisville, Ky., in charge. Open all day until Evening Program starts. *White Badges Not Admitted.*

10:00 A.M. SECOND COLORING CLINIC in Private Dining Room 1, by MISS MARTHA PYKE, Peoria, Ill. Not a School, but a chance to have your problems discussed and solved. *White Badges Not Admitted.*

10:00 A.M. SECOND RECEPTION ROOM CLINIC in North Ball Room by MRS. EVA L. BRIGGS, Detroit, Mich., her topic this morning being "Business Promotion." *White Badges Not Admitted.*

Evening Program

All sessions in the North Ball Room (third floor)

The Program will move on time.

Portrait Vice-President Phillips in the Chair

8:00 A.M. MRS. J. ROY CUSICK, Louisville, Ky., "Our Modern Reception Room and Why We Built it," a brief explanation.

8:15 P.M. KENNETH M. WRIGHT, Minneapolis, Minn., speaking on "Profits from Restoring Old Photographs and Snap Shots."

9:00 P.M. GEORGE J. KOSSUTH, Wheeling, W. Va., Talk and motion pictures: "Colonial Williamsburg," a gorgeous showing of color movies by a master photographer.

White Badges Do Not Admit You to the Evening Program Above

Entertainment Program

9:00 P.M. DANCING until 1:00 A. M. in the big Boulevard Room (second floor) to the music of Milt Neul and his Orchestra of Nine. FRANK SHEPARD, Master of Ceremonies. Card Tables for those who do not wish to dance. Prizes by the Ladies' Reception Committee. Fun and Frolic by Frank Shepard.

Notice to the men: All evening affairs are to be informal.

Wednesday, August 24

Portrait Program

All sessions in the Boulevard Room, second floor.

Be on time as the program will proceed as scheduled.

President Bill in the Chair.

1:30 P.M. DR. THERON W. KILMER, New York City, presenting a demonstration of "The Photographic Portraiture of Men," preceded by a short talk.

3:00 P.M. FRED R. BILL, Cleveland Heights, Ohio. Talk, illustrated with slides, on the still much-neglected field of "Garden Portraiture."

4:00 P.M. THE ASSOCIATION'S PROPOSED MODEL STATE LICENSE LAW. An Open Forum and Discussion led by JAMES L. LIND, Cleveland, Ohio, Legal Counsel for The Association. Mr. Lind will present for the first time his draft of a proposed model law and this and existing laws will be discussed. He will be joined on the platform by A. R. BUEHMAN, Tucson, Ariz., and L. DAVIS PHILLIPS, Charlotte, N. C., both Officers of The Association, and both members of the Photographic Examining Boards of their respective states. Members of Examining Boards of other states are invited to join them on the platform for this highly important session.

Commercial Program

All sessions, except that at 4:00 P. M., in the South Ball Room, third floor.

The program will move on time.

Vice-President Grignon in the Chair.

1:30 P.M. MODEL SCHOOL DEMONSTRATION, by the VERA JANE STUDIOS (Edward J. Sanders, Director), Chicago, Ill. A most unusual novelty, including a talk, demonstration and make-up demonstration.

3:00 P.M. JOHN P. CALLAWAY, of the Callaway Associates, nationally known advertising agency of Boston, Mass., discussing "Selling with Photographs."

4:00 P.M. Allowing 15 minutes for moving from one room to the other, this will be a joint session in the Boulevard Room, second floor, with the Portrait Division, on THE ASSOCIATION'S PROPOSED MODEL STATE LICENSE LAW. *Commercial photographers should not neglect this opportunity to express themselves on the subject.*

GENERAL CONVENTION PROGRAM

Thursday, August 25

9:00 A.M. MANUFACTURERS' EXHIBIT opens, occupying entire second floor except Boulevard Room and entire third floor corridor. PICTURE EXHIBIT opens in North Assembly Room, Private Dining Rooms 2, 10 and 11 and elevator lobby, all on third floor. All close at 5:30 P. M., and will not re-open this evening.

9:00 A.M. LADIES' LOUNGE opens in Room 421-A (fourth floor) to remain open until 5:30 P. M., in charge of Ladies Reception Committee.

9:30 A.M. MODERN RECEPTION ROOM opens in North Ball Room (third floor), MRS. J. ROY CUSICK and MISS BERNICE VETTER, both of Louisville, Ky., in charge. Closes for the day at 5:30 P. M. *White Badges Not Admitted.*

9:30 A.M. COUNCIL MEETING commences second session in South Ball Room (third floor) for Members of Council and Officers only.

10:00 A.M. THIRD COLORING CLINIC in Private Dining Room 1 by MISS MARTHA PYKE, Peoria, Ill. Not a School, but a chance to have your problems discussed and solved. *White Badges Not Admitted.*

10:00 A.M. THIRD RECEPTION ROOM CLINIC in North Ball Room by MRS. EVA L. BRIGGS, Detroit, Mich., her topic being "Telephone Soliciting." Special motion picture film on this subject by courtesy of The Illinois Bell Telephone Company. *White Badges Not Admitted.*

Entertainment Program

Charge for Entire Evening \$2.50 per person; Boulevard Room (second floor)

7:30 P.M. ANNUAL BANQUET. GEORGE J. KOSSUTH, Wheeling, W. Va., Toastmaster. Music and Fun by BILL DORNFIELD, Master of Ceremonies. Introductions and Brief Remarks but No Long Speeches. Favors and Balloons.

10:00 P.M. DANCING to the music of "Pinkey" Aarseth and his Orchestra of Nine. Card Tables for those who do not wish to dance. Prizes by the Ladies' Reception Committee.

11:30 P.M. FASHION REVUE—"Chicago's Most Photographed Mannequins." The most beautiful models in Chicago will parade the latest costumes. Produced by VERA JANE STUDIOS (Edward J. Sanders, Director), Chicago, Ill.

12:30 A.M. MORE DANCING, with confetti, serpentine and what have you? Fun and frolic by BILL DORNFIELD.

Notice to the men: All evening affairs are to be informal.

Thursday, August 25

Portrait Program

All sessions in the Boulevard Room, second floor.
Be on time as the program will proceed as scheduled.

President Bill in the Chair.

1:30 P.M. MR. AND MRS. WILLIAM GERDES, of New York City, presenting a joint demonstration of "The Photographing of Women." The rendition of costume, composition, difficult groups of two, etc.

2:30 P.M. PORTRAIT PRINT CLINIC, being a discussion of selected prints from the Picture Exhibit by the three Portrait Judges, who will talk among themselves on the platform, but out loud for the benefit of the audience. Led by W. O. BRECKON, Pittsburgh Pa. JOHN LA-VECCHA, Chicago, Ill., is Chairman of this Jury and D. D. SPELLMAN, Detroit, Mich., is the third member.

4:00 P.M. FRANK S. HINKSTON and MRS. EVA L. BRIGGS, both of Detroit, Mich., in a joint talk and demonstration entitled "A System of Photographing Babies in the Home as an Addition to Studio Business."

Commercial Program

All sessions in the South Ball Room, third floor.

The program will move on time.

Vice-President Grignon in the Chair.

1:30 P.M. FRANK OBERKOETTER, Peoria, Ill., showing results of his color demonstration on Tuesday and conducting a general discussion.

2:15 P.M. COMMERCIAL PRINT CLINIC, being a discussion of selected prints from the Picture Exhibit by the three Commercial Judges, who will talk among themselves on the platform, out loud for the benefit of the audience. Led by ARTHUR E. POHLMAN, Milwaukee, Wis., Chairman of the Jury, with GEORGE P. WRIGHT, Chicago, Ill., and J. W. SCOTT, Baltimore, Md., the other two members.

4:00 P.M. VALENTINO SARRA, of Sarra, Inc., Chicago, Ill., presenting an illustrated talk on the subject of "Illustrative Photography." He will show slides of many of his most famous prints, explaining to the audience how and why they were made. Sarra is one of the top flight of American photographic illustrators.

GENERAL CONVENTION PROGRAM

Friday, August 26

9:00 A.M. MANUFACTURERS' EXHIBIT opens, occupying entire second floor except Boulevard Room and entire third floor corridor. PICTURE EXHIBIT opens in North Assembly Room, Private Dining Rooms 2, 10 and 11 and elevator lobby, all on third floor. All close at 2:00 P. M.

9:00 A.M. LADIES' LOUNGE opens in Room 421-A (fourth floor) to remain open until 5:30 P. M. in charge of Ladies' Reception Committee.

9:30 A.M. MODERN RECEPTION ROOM opens in North Ball Room (third floor) MRS. J. ROY CUSICK and MISS BERNICE VETTER, both of Louisville, Ky., in charge. Closes at 2:00 P. M. *White Badges Not Admitted.*

10:00 A.M. FOURTH RECEPTION ROOM CLINIC in North Ball Room by MISS MARTHA PYKE, Peoria, Ill. Not a School, but a chance to have your problems discussed and solved. *White Badges Not Admitted.*

10:00 A.M. FOURTH RECEPTION ROOM CLINIC in North Ball Room by MRS. EVA L. BRIGGS, Detroit, Mich., her topic on this last day being "Psychology in the Camera Room." *White Badges Not Admitted.*

2:00 P.M. Manufacturers may commence to take down their exhibits, *not before.* *Photographers will please note* that no prints may be removed from the Picture Exhibit without the permission of Vice-President Grignon or the Executive Manager.

Council Meetings

● The annual meeting of the Council of The Photographers' Association of America will hold its first session at 9:30 A. M., August 23, Tuesday, in the South Ball room, third floor of the Hotel Stevens, during the convention. The second and final (unless unanticipated matters require additional time) session will be held in the same room at 9:30 A. M., Thursday. Technically every member of the Board must be present on the platform for these sessions. In practice this is impossible, at least so far as the Treasurer is concerned, because the first session takes place during his busiest time at the Registration Room. Members of the

Council are urgently requested to be on time for these sessions, as every member of the Board has certain specific duties to perform throughout the convention. A convention, in its last analysis, is a mass movement of people which must proceed on schedule and it is virtually impossible, taking the human equation into account, to construct a plan so infallible that it will operate even for a couple of hours without some hitch, when its complete managing staff must remain uninterrupted in one session. Any member who thinks that a P. A. of A. Board member lives the life of Riley is invited to ask any member of the Board to show his ten-page schedule of operations!

Friday, August 26

Portrait Program

All sessions in the Boulevard Room, second floor.

Be on time as the program will proceed as scheduled.

President Bill in the Chair.

1:30 P.M. WALTER SCOTT SHINN, New York City, in a demonstration entitled "Common Horse Sense in Photographing Children." America's finest photographer of children, demonstrating in his own inimitable manner.

2:45 P.M. OPEN FORUM ON SCHOOL WORK, conducted by GEORGE J. KOSSUTH, Wheeling, W. Va. If any portrait problem today can stand an airing, it is school contracts and school business. No doubt you feel strongly on this. Here's your chance to talk.

3:45 P.M. PAUL LINWOOD GITTINGS, of Houston, Dallas and Fort Worth, Texas, demonstrating on "Photographing Women in the Modern Manner." Literally hundreds of photographers adapted Mr. Gitting's ideas of two years ago. He has new ones now.

Adjournment.

Commercial Program

All sessions in the South Ball Room, third floor.

The program will move on time.

Vice-President Grignon in the Chair.

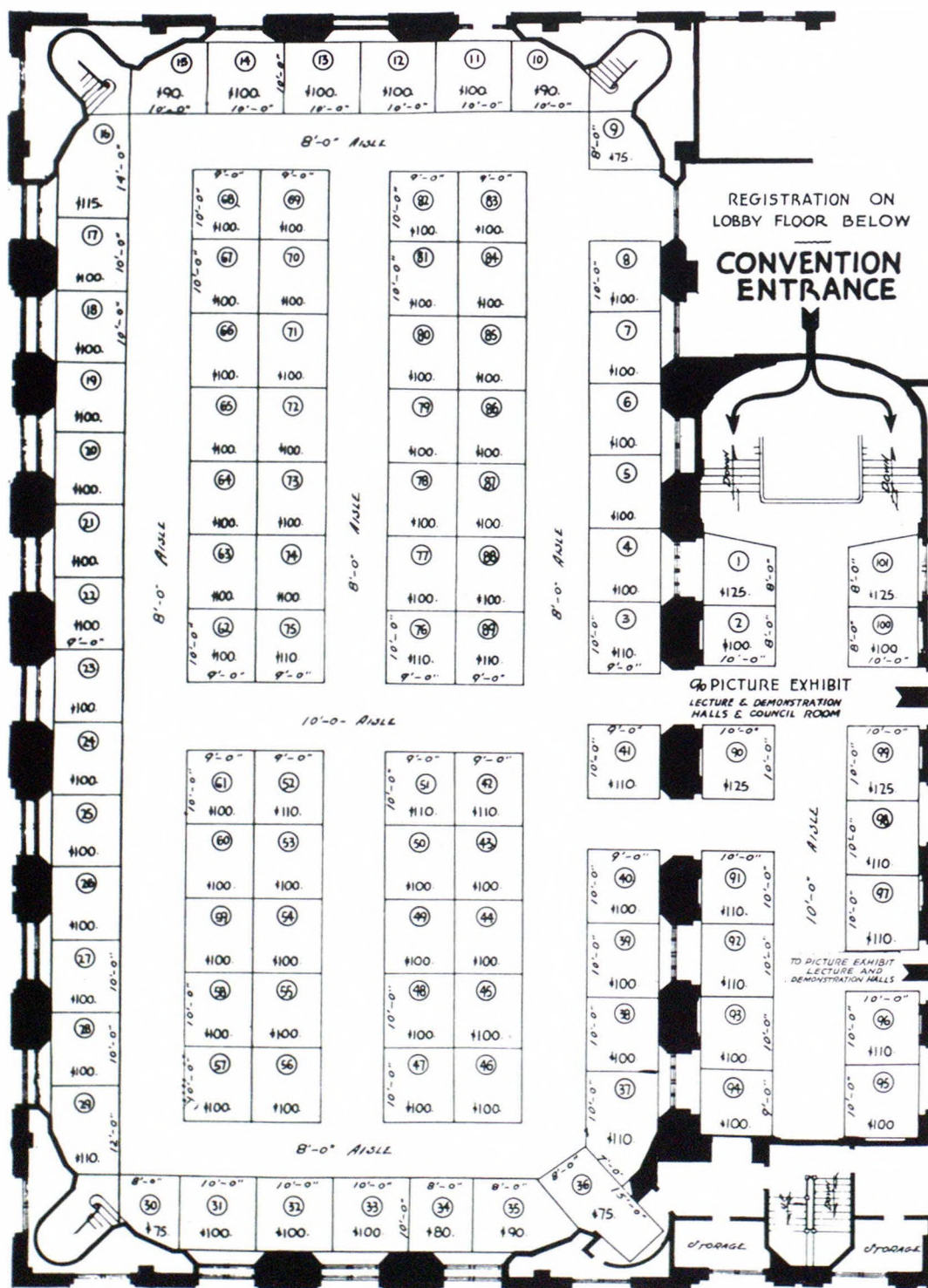
1:30 P.M. EDWARD J. COOK, of the Kaufmann & Fabry Co., Chicago, Ill., presenting an illustrated talk on "Tricks That Can Be Performed with Camera Swings." He will tell you things you don't know about your own camera.

2:15 P.M. H. S. COPELAND and A. CRAFT EDMUNDS of the Grignon Studios, Chicago, Ill., in a talk and demonstration of "Photographs That Sell Furniture." This will give you a new conception of what furniture photographs can and should be.

3:45 P.M. JOHN F. MURRAY, Omaha, Nebr., talking on "Making Commercial Photography Pay in the Average Community," a subject which will interest any commercial photographer.

Adjournment.

GRAND BALL ROOM AND ASSEMBLY ROOM



The Manufacturers' and Dealers' Exhibit

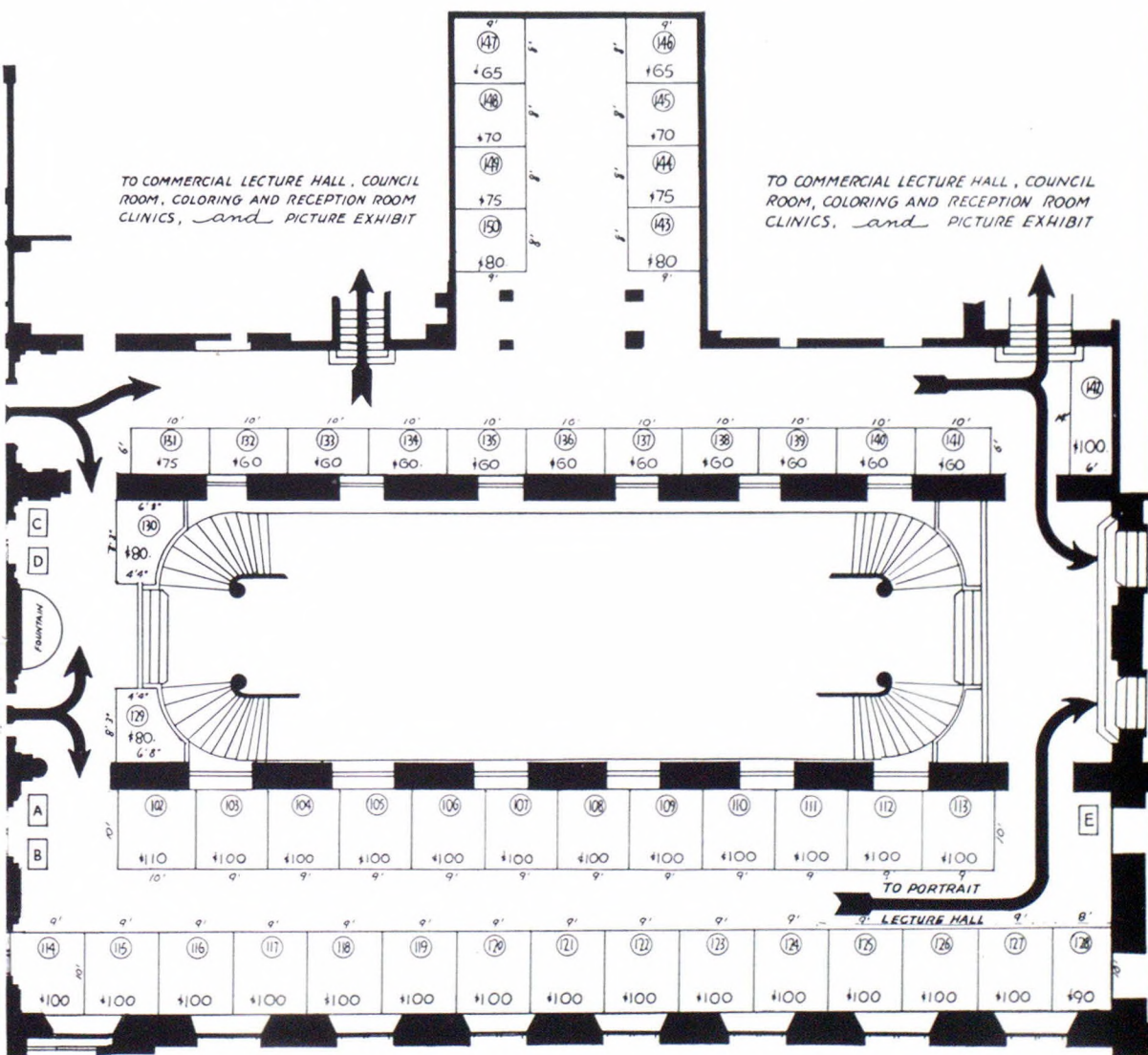
51st ANNUAL CONVENTION

THE PHOTOGRAPHERS' ASSOCIATION OF AMERICA

Stevens Hotel - - Chicago, Ill.

LOUNGE, WRITING ROOM, ELEVATOR LOBBY

On this and the opposite page are all the booths on the second floor of the hotel. Unfortunately we cannot include the third floor plan as space does not permit. Booths 151 to 167 are located in the third floor corridor, almost directly above Booths 131 to 141 shown below.



The Manufacturers' Exhibit

This list, prepared several weeks before the Convention, includes all who reserved space to and including August fifth. Exhibitors are listed in the order of their booth numbers, and may be readily located by reference to the floor plan, published elsewhere in this issue.

Space Numbers

Name and Products

- 1—American Photographic Appliance Corp., Greenfield, Mass.—Amateur Printers.
- 2—F. Zimmerman Co., Cleveland, Ohio—Wood and Metal Frames; Mouldings.
- 3 & 4—Eastman Kodak Stores, All Cities—Equipment and Supplies; Cooke Lenses; Wood and Metal Frames.
- 5 & 6—Eastman Kodak Co.—Taprell Loomis Div., Chicago, Ill.—Mountings and Albums.
- 7 & 8—Eastman Kodak Co., Rochester, N. Y.—Professional Cameras and Apparatus; Chemicals; Pola-Screens; Accessories.
- 9 & 10—Eastman Kodak Co., Rochester, N. Y.—Amateur Cameras and Equipment; Accessories; Amateur Motion Picture Equipment.
- 11 & 12—Folmer Graflex Corp., Rochester, N. Y.—Professional Cameras, Stands and Equipment.
- 13—S. E. Overton Co., South Haven, Mich.—Metal Frames.
- 14—Miles Kedex Co., Leominster, Mass.—Mountings and Frames.
- 15—Elwood Pattern Works, Indianapolis, Ind.—Projection Enlargers.
- 16—Sun-Ray Photo Co., Inc., New York City—Lighting Equipment; Grant Enlarger.
- 17—Wabash Photolamp Corp., Brooklyn, N. Y.—Superflash and Superflood Incandescent Lamps.
- 18—C. P. Goerz American Optical Co., New York City—Lenses; Optical Goods.
- 19—Whitehall Specialty Co., Chicago, Ill.—Miscellaneous Equipment and Specialties.
- 20 & 21—Pako Corporation, Minneapolis, Minn.—Printers; Dryers; Washers; Photo Finishing Equipment.
- 22 to 24—Hammer Dry Plate & Film Co., St. Louis, Mo.—Sensitized Films and Plates; Graphic Arts Materials.
- 25—Willoughby's, Inc., New York City—Equipment and Supplies; Voigtlander Lenses.
- 26 & 27—Carl Zeiss, Inc., New York City—Lenses; Cameras; Miniature Cameras; Optical Goods.
- 28—Philip A. Hunt Co., Brooklyn, N. Y.—Chemicals.
- 29—Testrite Instrument Co., New York City—Lighting Equipment.
- 30—Munder Electrical Co., Springfield, Mass.—Incandescent and Photoflash Lamps.
- 31—Federal Stamping & Engineering Corp., Brooklyn, N. Y.—Projection Enlargers.
- 32—Fink-Roselieve Co., Inc., New York City—Chemicals.
- 33 & 34—Excel Frame Mfg. Co., Chicago, Ill.—Wood Frames.
- 35 & 36—Da-Lite Screen Co., Inc., Chicago, Ill.—Motion Picture Screens and Accessories.
- 37 & 38—Burke & James, Inc., Chicago, Ill.—Equipment; Lenses; Supplies.
- 39 & 40—Photogenic Machine Co., Youngstown, Ohio—Lighting Equipment.
- 41—Holliston Mills, Inc., Norwood, Mass.—Photo-Cloth; Hinges; Commercial Binders.

The Manufacturers' Exhibit

Page Two

Space
Numbers

Name and Products

- 42 to 51—Agfa Ansco Corporation, Binghamton, N. Y.—Sensitized Films; Papers and Plates; Direct Color Plates; Professional and Amateur Cameras; Stands and Apparatus; 16mm. Motion Picture Equipment; Chemicals; Graphic Arts Materials.
- 52—Gross Photo Supply Co., Toledo, Ohio—Mountings.
- 53—Bausch & Lomb Optical Co., Rochester, N. Y.—Lenses; Optical Goods.
- 54—A. Sussman & Co., Philadelphia, Pa.—Mountings.
- 55—Wollensak Optical Co., Rochester, N. Y.—Lenses; Optical Goods.
- 56 & 57—George Murphy, Inc., New York City—Direct Color Processes; Direct Color Cameras; Complete Line of Supplies and Equipment.
- 58 & 59—Dearborn Glass Co., Chicago, Ill.—Glass Frames.
- 60 & 61—James H. Smith & Sons Corp., Griffith, Ind.—Lighting Equipment; Flash Powder; Apparatus; Specialties.
- 62—Medick-Barrows Co., Columbus, Ohio—Mountings.
- 63—National Carbon Company, Inc., Cleveland, Ohio—Carbons for Arc Lamps.
- 64—Medo Photo Supply Corp., New York City—Equipment and Supplies.
- 65—Simplex Specialty Co., New York City—Professional and Amateur Dryers.
- 66—Decorative Arts Guild Corp., Chicago, Ill.—Metal and Glass Frames.
- 67 & 68—Haloid Company, Rochester, N. Y.—Sensitized Papers; Rectigraph; Rectigraph Papers and Supplies.
- 69 to 75—Defender Photo Supply Co., Rochester, N. Y.—Sensitized Films, Plates and Papers; Direct-Color Process; Chemicals; Graphic Arts Materials.
- 76 to 89—Eastman Kodak Company, Rochester, N. Y.—Sensitized Films, Papers and Plates; Direct-Color Process; Graphic Arts Materials.
- 90—Chilcote Company, Cleveland, Ohio—Mountings.
- 91—Norman-Willets Co., Chicago, Ill.—Lighting Equipment; Flash Powder; Complete Line of Supplies and Equipment.
- 92—General Electric Co., Cleveland, Ohio—Incandescent, Photoflash and Photoflood G-E Mazda Lamps.
- 93—J. G. Saltzman, Inc., New York City—Lighting and Projection Equipment.
- 94—Decorative Background Co., Chicago-Cicero, Ill.—Backgrounds; Background Accessories; Posing Benches.
- 95—J. S. Graham Company, Rochester, N. Y.—Mountings.
- 96—Blum's Photo Arts, Inc., Chicago, Ill.—Color Work; Enlarged Pictures; Miniatures; All for the Trade.
- 97 & 98—Johnson Ventlite Co., Chicago, Ill.—Lighting Equipment.
- 99—Mallinckrodt Chemical Works, St. Louis, Mo. —Chemicals.
- 100—International Research Corp., Ann Arbor, Mich.—Miniature Cameras; Amateur Movie Equipment.
- 101—Weston Electrical Instrument Corp., Newark, N. J.—Photo-Electric Light Meters.
- 102 & 103—The Gevaert Company of America, Inc., New York City—Sensitized Papers, Films and Plates; Chemicals.
- 104 & 105—Albert Specialty Co., Chicago, Ill.—Equipment and Supplies.
- 106—Keystone Mfg. Co., Boston, Mass.—Motion Picture Equipment.

The Manufacturers' Exhibit

Page Three

Space
Numbers

Name and Products

- 107—Adler-Jones Co., Chicago, Ill.—Background Accessories; Studio Props.
- 108—Motion Picture Screen & Accessories Co., New York City—Motion Picture Screens and Accessories.
- 109—Dufaycolor, Inc., New York City—Color Process.
- 110—Mimosa American Corp., New York City—Sensitized Papers and Films; Specialties.
- 111—Ficks & Co., Inc., Chicago, Ill.—Wood Frames.
- 112—Camera Specialty Co., New York City—Equipment and Supplies.
- 113—Universal Camera Corp., New York City—Amateur Cameras.
- 114—Elizabeth Arden Sales Corp., New York City—Panchromatic Make-Up Materials.
- 115—Pattern Products Co., Chicago, Ill.—Projection Enlargers; Specialties.
- 116—Winona School of Photography, Winona Lake, Ind.—Portrait and Commercial Courses for Professional Photographers.
- 117—National Photo Supply Co., New York City—Equipment and Supplies; Bentzin Miniature Camera.
- 118—Kin-O-Lux, Inc., New York City—Motion Picture Film and Accessories.
- 119—Hornstein Photo Sales, Chicago, Ill.—Projection Enlargers; Equipment and Apparatus (Wholesale Only).
- 120—Acme-Lite Manufacturing Co., Chicago, Ill.—Lighting Equipment.
- 121 & 122—International Marketing Corp., New York City—Robot Miniature Cameras.
- 123—Winthrop-Atkins Co., Middleboro, Mass.—Wood Frames; Mountings.
- 124—Kalart Company, New York City—Flash Synchronizers.
- 125—California Card Mfg. Co., San Francisco, Calif.—Mountings.
- 126—Candid Camera Corp. of America, Chicago, Ill.—Specialties; Miniature Cameras.
- 127—Burleigh Brooks, Inc., New York City—Miniature Cameras; Specialties.
- 128—Gundlach Mfg. Corp., Fairport, N. Y.—Lenses; Cameras; Apparatus.
- 129—Erich Student, Cleveland, Ohio—Exakt Enlargers; Wood and Metal Tripods; Imported Specialties.
- 130—Bell & Howell Co., Chicago, Ill.—Motion Picture Cameras and Equipment.
- 131 to 135—Devin Colorgraph Co., New York City—Devin Direct Color Cameras; Carbon Tissues; Direct Color Specialties.
- 136—Metalcraft Corp., Chicago, Ill.—Metal Frames.
- 137 & 138—E. Leitz, Inc., New York City—Miniature Cameras; Lenses; Optical Goods.
- 139—Glasscraft Mfg. Co., Evanston, Ill.—Glass Frames.
- 140—Mirotex Products Co., St. Louis, Mo.—Motion Picture Equipment.
- 141—Seal, Inc., Shelton, Conn.—Heat Sealing Materials.
- 142—Society for Visual Education, Inc., Chicago, Ill.—Motion Picture Projectors.
- 143—Superior Specialty Co., Inc., Canton, Ohio—Tripods; Washers; Etc.
- 144—David C. Brown Co., Detroit, Mich. and Metzger Photo Supply Co., Akron, Ohio—Photo Flex.
- 145 & 146—Emby Photo & Film Machine Corp., New York City—Minicam Photo-Cell Printer and Enlarger.

The Manufacturers' Exhibit

Page Four

Space
Numbers

Name and Products

- 147 & 148—Barnum Photographic Products Co., Cincinnati, Ohio—Sensitized Papers; Sepia Toners.
- 149—Minicam Magazine, Cincinnati, Ohio—Publications.
- 150—Fox Products Co., Philadelphia, Pa.—Bruneau Pneumatic Tripod.
- 151—M. C. Wickham, Cleveland Heights, Ohio—Direct Color Backs for Cameras.
- 152—Photographic Retailing, Chicago, Ill.—Publication.
- 153—E. E. Miles Company, South Lancaster, Mass.—Fotofolio Amateur Albums.
- 154—Standard Projectors, Inc., New York City—Motion Picture Projectors.
- 155—South Jersey Photo Laboratories, Oaklyn, N. J.—Flash Synchronizers.
- 156—Dejur-Amsco Corporation, Shelton, Conn.—Exposure Meters.
- 157—American Bolex Co., Inc., New York City—Motion Picture Cameras and Apparatus.
- 158—International Photographic Research Labs., New York City—Direct Color Cameras.
- 159—Baker & Company, Inc., Newark, N. J.—Palladium Papers and Salts.
- 160 & 161—Victor Animatograph Co., Davenport, Iowa—Motion Picture Cameras, Apparatus and Accessories.
- 162—Research Engineering Co., Chicago, Ill.—Darkroom Equipment.
- 163—Hugo Meyer & Co., New York City—Lenses; Optical Goods.
- 164—Kellogg Compressor & Mfg. Corp., Rochester N. Y.—Tank Cooling Equipment.
- 165—
- 166—
- 167—Ampro Corporation, Chicago, Ill.—Motion Picture Projectors.
- A—Build-A-Book Corp., Chicago, Ill.—Loose-Leaf Albums.
- B—Popular Photography, Chicago, Ill.—Publication.
- C & D—Besbee Products Corp., Trenton, N. J.—Spell-O-Tex Letters; Specialties.
- E—The Camera, Philadelphia, Pa.—Publications and Books.

The Ladies' Reception Committee

● All visiting ladies will be greeted in the Registration Room by members of the Ladies' Reception Committee, a group from Chicago and its suburbs under the chairmanship of Mrs. George F. Grignon, wife of The Association's vice-president. Mrs. Grignon's co-chairmen are: for the portrait group, Mrs. John Lavecchia; for the commercial group, Mrs. George P. Wright; for the dealers' group, Mrs. E. R. Tyson. In addition to greeting the visiting ladies, answering any questions they may have and seeing that they get acquainted, this Committee will be in charge of the Ladies' Lounge, in room

421-A on the fourth floor of the hotel. This room will be equipped as a lounge and rest room where ladies may arrange to meet, play cards or visit, and maid service will be available.

Suitable entertainments will be arranged by Mrs. Grignon and the Committee from day to day. This plan was found much better last year than any attempt to make advance commitments, because of the difficulty of making any estimates of how many ladies will attend. In this connection, Marshall Field & Company, Chicago's nationally famed department store, has already sent invitations to all members of The Association to visit the store and take advantage of its many services to out-of-town guests. Another big Chicago store, that of Mandel

Brothers, has asked us to announce that during the week of our convention they will have on display in their Club Woman's Bureau the following exhibits: Animal Portraiture by Ole Larsen, including original oil and pastel portraits of many well-known racing and saddle horses and fine pedigreed dogs; the Camera Work of Stephen and Helen Deutch, who are frequently represented in leading magazines; Ceramics by Eugene Deutch, and Oil Paintings by H. J. Stoltenberg, Milwaukee, Wis.

The Ladies' Reception Committee will also be on the job during the evening dances to see that strangers are not left to themselves and will have card tables available on the upper level of the Boulevard Room (where all the dances are held) for those who care to play, with prizes for those who are fortunate. You will know the members of this Committee by their red ribbons. If by any chance they miss you, buttonhole one of them. Remember that this is a convention, a gathering of people from all parts of this country and Canada who are interested in one subject—photography. There is nothing formal about this convention—the fact that you are among those present is all the introduction necessary and you need not hesitate in the slightest to make yourself known to anyone. The seven Board Members, incidentally, and the Executive Manager, can all be identified by their blue ribbons and all of them are at your service.

National Photographic Dealers' Association Also Meeting in Chicago

● For the second time we are happy to announce that the National Photographic Dealers' Association of America will hold their convention, on August 23 and 24, concurrently with that of The Photographers' Association of America, and at the same place: the Hotel Stevens, Chicago, Ill. This seems like a wise move, beneficial alike to both organizations. It enables the dealers to take advantage of the tremendous manufacturers' show and do their fall buying in one place and at one time, instead of having to travel to a number of cities if they want to examine personally what the manufacturers have to offer, or wait for the traveling men to make their rounds. Besides this, the dealers have a chance to greet in person many of

their customers whom they do not often have the opportunity of seeing—we refer naturally to the photographers in the smaller cities whose stock house contact is almost entirely through the salesman.

Mr. Joseph Dombroff, president of the N. P. D. A., wants to extend his personal good wishes to all wholesalers and dealers through our columns and he also urges all of them to attend. All registrations, for both conventions, will be held in the large Registration Room on the main floor of the hotel, directly across a corridor from the convention entrance. All dealers, whether or not members of the N. P. D. A., will be registered at a separate counter, suitably identified, but registration for both conventions is in charge of Treasurer Caufield of The Photographers' Association of America. Dealers who are exhibiting at the convention, however, should register at the main P. A. of A. registration counter.

Many other industries follow the practice of holding joint—or rather concurrent—conventions at which time all branches or divisions of the industry meet in the same city, though not necessarily with the same hotel as headquarters, and definitely not with combined programs. The N. P. D. A., for instance, has a complete program of its own which has nothing to do with that of The P. A. of A. The Biological Photographic Association has been holding annual conventions for several years. One of these days the new Professional News Photographers' Association will no doubt be following suit. Should it be possible in the future for all to meet together, The P. A. of A. wants to extend the hand of good fellowship and a cordial invitation.

The Modern Reception Room

● Whatever you do, don't miss the Modern Reception Room, on display in the North Ball Room on the third floor of the Stevens Hotel. Today you must meet competition on every front if you are to remain in business, let alone making any gains. You must make better pictures. Your poses must be up-to-date, the old head-and-shoulder ("This way, please; now turn the head that way; thank you, that's all.") portraits have gone by the board except in the hands of the master craftsmen. Your lightings must be

CLASSIFIED DIRECTORY

Of Manufacturers, Importers and Wholesalers of Photographic Equipment, Apparatus and Materials, published as a section of the August 20, 1938 issue of THE PROFESSIONAL PHOTOGRAPHER. This is not intended to be an exhaustive directory, but includes only the products of those firms advertising in this issue. For information regarding products or firms not listed, write the publishers, Charles Abel Incorporated, 520 Caxton Bldg., Cleveland, Ohio.

ACCOUNTING SYSTEMS FOR STUDIOS

Eastman Kodak Co., Rochester, N. Y.

Eastman Studio Register System;

Loose Leaf Studio Register and Cash Book.

ADHESIVES

Eastman Kodak Co., Rochester, N. Y.

Eastman Photo Paste; Kodak Liquid

Glue; Double Coated Mounting Tape; Dry Mounting Tissue.

Holliston Mills, Inc., Norwood, Mass.

Photomarks

Philip A. Hunt Co., 253 - 261 Russell St., Brooklyn, N. Y.

Holliston Photo-Cloth Double-Coated.

Norman-Willets Co., 318 W. Washington St., Chicago, Ill.

Rubber Cement.

Peerless Color Laboratories, 11 - 13 Diamond Place, Rochester, N. Y.

Norwil Rubber Cement.

AIR BRUSH COLORS

Peerless Color Laboratories, 11 - 13 Diamond Place, Rochester, N. Y.

Peerless; Imperial (Liquid).

Thayer & Chandler, 910 W. Van Buren St., Chicago, Ill.

Thayer & Chandler.

AIRBRUSHES AND ACCESSORIES

Thayer & Chandler, 910 W. Van Buren St., Chicago, Ill.

Fountain.

ALBUMS

Build-A-Book Corp., 203 N. Wabash Ave., Chicago, Ill.

Build-A-Book Loose-Leaf.

Eastman Kodak Co., Rochester, N. Y.

Kodak

Eastman Kodak Co., Taprell Loomis Division, 1727 S. Indiana Ave., Chicago, Ill.

Studio; Com-

mercial; Protecto; Amateur.

Eastman Kodak Stores Co., 133 N. Wabash Ave., Chicago, Ill.

Majestic.

Holliston Mills, Inc., Norwood, Mass.

Holliston Sturdy-Binders.

George Murphy, Inc., 57 E. 9th St., New York City

Eagle; Royal.

Norman-Willets Co., 318 W. Washington St., Chicago, Ill.

Norwil.

ANILINE COLORS

Peerless Color Laboratories, 11 - 13 Diamond Place, Rochester, N. Y.

Peerless; Imperial (Liquid).

APPARATUS AND EQUIPMENT, USED

Eastman Kodak Stores Co., 133 N. Wabash Ave., Chicago, Ill.

Mid-West Photo Supply Co., 117 N. Wabash Ave., Chicago, Ill.

George Murphy, Inc., 57 E. 9th St., New York City.

Norman-Willets Co., 318 W. Washington St., Chicago, Ill.

APRONS, DARK ROOM

Eastman Kodak Co., Rochester, N. Y.

Eastman Rubber; Eastman Laboratory; Eastko.

Norman-Willets Co., 318 W. Washington St., Chicago, Ill.

Norwil.

ARC LAMP EQUIPMENTS

Beattie's Hollywood Hi-Lite Company, Hollywood, Calif.

Litho-Twin Floodlights;

four models Arc Spotlights.

Photogenic Machine Co., Youngstown, Ohio

Perkins Hi-Power Twin

Arc Studio Lamp; Perkins Hi-Power Single Arc Studio Lamp; Perkins Junior Twin Arc Portable

Lamp; Perkins Hi-Power Twin Arc Type N Portable Lamp; Perkins Hi-Power Twin Arc and

Single Arc Cabinet Lamps; Hi-Power Semi-Automatic Arc Spotlight; Hi-Power Superarc Spotlight;

Little Giant Hand Arc Lamp.

ARTIFICIAL LIGHTING EQUIPMENT (See Arc Lamp Equipments; Flash Bags; Flash Cartridges; Flash

Guns; Flash Lamps; Flash Pistols; Flash Powder; Hand Lamps; Incandescent Lamp Equipments;

Incandescent Lamps, Photographic; Overhead Lighting Equipments; Photoflash Lamp Equipments;

Photoflash Lamps, Reflectors for Photoflash Lamps; Spotlights).

BABY HOLDERS

George Murphy, Inc., 57 E. 9th St., New York City

Rounds

BACKGROUND ACCESSORIES

Decorative Background Co., Inc., 4814 - 18 W. 25th Place, Chicago-Cicero, Ill.

Doorways;

Gateways; Steps; Columns; Niches; Railings; Etc; All Adjustable and Interchangeable.

Ross L. Fitch Studio, 46 E. Cross St., Ypsilanti, Mich.

Interchangeable Pillars; Columns; Panels and

Accessories; Complete Set Pieces; Benches and Furniture Built to Order.

BACKGROUND PROJECTION SLIDES (See Also Projectors, Background)

Beattie's Hollywood Hi-Lite Company, Hollywood, Calif.

Shadoleaf Transparencies.

BACKGROUNDS (See Also Background Accessories; Background Projection Slides; Print-in Backgrounds;

Projectors, Background; White Backgrounds, Devices for Producing)

Decorative Background Co., Inc., 4814 - 18 W. 25th Place, Chicago-Cicero, Ill.

Movable and

Interchangeable Background Sets and Effects.

Eastman Kodak Stores Co., 133 N. Wabash Ave., Chicago, Ill.

Majestic.

Ross L. Fitch Studio, 46 E. Cross St., Ypsilanti, Mich.

Grounds of All Types—Plain,

Cloud, Sketch, Vignette, Interior, Exterior and Tapestry.

George Murphy, Inc., 57 E. 9th St., New York City

Eagle; Rough & Caldwell Plain.

Cloud, Sketch, Vignette, Interior, Exterior and Tapestry.

BACKING CLOTH (See Cloth Backing for Photographs)

BELLOWS

Folmer Graflex Corporation, Rochester, N. Y.

BELLOWS, MATERIAL FOR REPAIRING

David C. Brown Co., 403 Baltimore Ave., W., Detroit, Mich.

Photo Flex Coatings.

BINOCULARS, FIELD GLASSES, TELESCOPES AND ACCESSORIES

Bausch & Lomb Optical Co., Rochester, N. Y.

Bausch & Lomb Prismatic and Zephyr-Light

Binoculars; Sport and Companion Field Telescopes; Spotting Scopes; Cases; Accessories.

Burleigh Brooks, Inc., 127 W. 42nd St., New York City

Schneider Binoculars.

Eastman Kodak Stores Co., 133 N. Wabash Ave., Chicago, Ill.

Cooke Binoculars.

E. P. Goerz American Optical Co., 817 E. 34th St., New York City

Goerz Binoculars.

C. Leitz, Inc., 730 - 5th Ave., New York City

Leitz Wide Angle, Special Lightweight and

High Magnification Binoculars; Opera Glasses; Special Night Glasses.

Medo Photo Supply Corp., 15 W. 47th St., New York City

Ross Binoculars.

Norman-Willets Co., 318 Washington St., Chicago, Ill.

Norwil Binoculars.

Willoughby's, Inc., 110 W. 32nd St., New York City

Wiltz-Champer.

Wollensak Optical Co., Rochester, N. Y.

Wollensak 8x30 Prism Binocular;

Allscopes (telescopic spectacles); 4x Commander; 6x Biscopes; Telescopes 8x to 45x; Telescope

Clamp and Tripods; Spotting Scopes; Rifle-Telescope.

Carl Zeiss, Inc., 485 - 5th Ave., New York City

Zeiss Featherweight Binoculars; Miniature

Telescopes; Monocular Field Glasses; Cases; Accessories.

BORDER TINTING MASKS (See Masks)

BROMOIL MATERIALS AND PAPER

George Murphy, Inc., 57 E. 9th St., New York City

Autotype.

BULBS AND TUBING, RUBBER

Eastman Kodak Co., Rochester, N. Y.

Michigan Photo Shutter Co., 170 W. Water St., Kalamazoo, Mich.

Packard, Red and White.

BUYERS OF OLD NEGATIVE GLASS (See Glass Buyers)

CALENDARS FOR USE WITH PHOTOGRAPHS

Eastman Kodak Co., Taprell Loomis Division, 1727 S. Indiana Ave., Chicago, Ill.

CALENDARS FOR USE WITH PHOTOGRAPHS

CAMERA BACKS, DIRECT COLOR

Professional Camera Mfg. Co., 3203 Chippewa St., St. Louis, Mo. Professional Aluminum.

CAMERA CASES

Burleigh Brooks, Inc., 127 W. 42nd St., New York City Leather, for all Roll Film and Film Pack Types.
Eastman Kodak Co., Rochester, N. Y. Leather, for all Eastman Cameras.
Folmer-Graflex Corporation, Rochester, N. Y.
Hornstein Photo Sales, 29 E. Madison St., Chicago, Ill. Cases and Pouches to fit all cameras.
E. Leitz, Inc., 730 - 5th Ave., New York City Leather, for Leica Cameras and Lenses.
Mirotext Products, 6241 Southwood Ave., St. Louis, Mo. Art Leather, for Cine-Kodak and Keystone 16mm Cameras; Also Made to Order.
Carl Zeiss, Inc., 485 - 5th Ave., New York City Leather, for Contax and other Zeiss-Ikon Cameras and Lenses.

CAMERA REPAIRS (See Repairing of Cameras and Apparatus)

CAMERA STANDS

Agfa Ansco Corporation, Binghamton, N. Y. Universal; Utility Tripod.
Eastman Kodak Co., Rochester, N. Y. Century Semi-Centennial; 4-A Century Studio; Crown Compact; Eastko Tripod; Professional Tripod; Eastman Commercial Metal Tripod; Commercial Tripod Stand.
Emby Photo & Film Machine Corp., 630 - 9th Ave., New York City Trick Title Stand for Amateur Motion Picture Cameras.
Ertler Photo Equipment, 10915 Edgewater Drive, Cleveland, Ohio Ertlerlite All-Purpose Commercial Tripod.
Folmer Graflex Corporation, Rochester, N. Y. Century Semi-Centennial; Century Studio; Crown Compact.
Fox Products Co., 4720 N. 18th St., Philadelphia, Pa. Bruneau Pneumatic Tripod.
Medo Supply Corp., 15 W. 47th St., New York City Alto De Luxe Tripod.
Photogenic Machine Co., Youngstown, Ohio Perkins All-Purpose Counterbalanced.
Professional Camera Mfg. Co., 3203 Chippewa St., St. Louis, Mo. Professional Home Portrait Tripods.
Sun Ray Photo Co., Inc., 138 - 40 Centre St., New York City Sun-Ray, for home portrait, studio and commercial work.
Superior Specialty Co., Inc., 811 - 12th St., N. W., Canton, Ohio Superior Metal Tripod.

CAMERA STANDS, COPYING

Eastman Kodak Co., Rochester, N. Y. Crown Laboratory Stand No. 2, 8x10.
Folmer Graflex Corporation, Rochester, N. Y. Crown Laboratory Stand No. 2, 8x10.

CAMERAS, AMATEUR

Agfa Ansco Corporation, Binghamton, N. Y. PB-20 and PD-16 Plenax with Hypar F/6.3, Tripod or Antiar lenses; PB-20 and PD-16 Readysat; B-2 and D-6 Shur-Shot Special; B-2 and D-6 Shur-Shot Regular; B-2 and D-6 Cadets; A-8 Cadet Special; A-8 Cadet Regular.
Burleigh Brooks, Inc., 127 W. 42nd St., New York City Bee Bee; Foth Derby; Rolleiflex; Rolleicord; Linhof; Certo; Kawee; Dollina; Heidoscop; Dolly; Rolleidoscop; Certix; Pilot 6; K. W. Reflex.
Candid Camera Corporation of America, 844 Adams St., Chicago, Ill. Perflex.
Eastman Kodak Co., Rochester, N. Y. Brownies; Kodak Seniors; Kodak Juniors; Kodak Bantam; Super Kodak; 6-20 Bull's Eye; Kodak Bantam Special; Kodak Retina; Kodak Vollaenda; Kodak Duo 6-20.
Folmer Graflex Corporation, Rochester, N. Y. Graflex; Speed Graphic; 4x5 Crown View.
E. Leitz, Inc., 730 - 5th Ave., New York City Leica.
Medo Photo Supply Corp., 15 W. 47th St., New York City Companion Twin Lens; Duplex; Parvula; Ultrix.
Hugo Meyer & Co., 39 W. 60th St., New York City Universal Silar.
George Murphy, Inc., 57 E. 9th St., New York City Thornton-Pickard.
Willoughby's, Inc., 110 W. 32nd St., New York City Voigtlander; Mackinette; Mickey; Picco-Chic; Ensign.
Carl Zeiss, Inc., 485 - 5th Ave., New York City Baby Ikonta; Ikonta; Super Ikonta; Icarette; Ikonflex; Maximar; Ideal; Universal Jewel; Contax; Contaflex; Super Nettel; Nettax.

CAMERAS BUILT TO ORDER

Folmer Graflex Corporation, Rochester, N. Y.
Hugo Meyer & Co., 39 W. 60th St., New York City.

CAMERAS, CLINICAL

Eastman Kodak Co., Rochester, N. Y. Eastman.

CAMERAS, COPYING (See Also Photo-Copying Machines)

Eastman Kodak Co., Rochester, N. Y. Crown Enlarging Reducing and Copying.
Folmer Graflex Corporation, Rochester, N. Y. Graflex Photorecord Micro-Copying.
E. Leitz, Inc., 730 - 5th Ave., New York City Leica with Focusing Copying Attachments.
Norman-Willets Co., 318 W. Washington St., Chicago, Ill. Norwll Copygraph.
Rectigraph Division of the Haloid Co., Rochester, N. Y. Commercial Rectigraph; Rectigraph Daylight Duplex Photo-Recording Machine.

CAMERAS, DIRECT COLOR

George Murphy, Inc., 57 E. 9th St., New York City Butler One-Shot Three-Color; Royal One-Shot Three-Color.
Professional Camera Mfg. Co., 3203 Chippewa St., St. Louis, Mo. Professional Aluminum Body.

CAMERAS, DIRECT POSITIVE

George Murphy, Inc., 57 E. 9th St., New York City Eagle Camerascop, Eagle Tintype, Eagle Combination.

CAMERAS, FERROTYPE (See Cameras, Tintype)

CAMERAS, FINGERPRINT

Eastman Kodak Co., Rochester, N. Y. Graflex Fingerprint.
Folmer Graflex Corporation, Rochester, N. Y. Graflex Fingerprint.

CAMERAS, HIGH-SPEED

Burleigh Brooks, Inc., 127 W. 42nd St., New York City Brooks High-Speed.
Folmer Graflex Corporation, Rochester, N. Y. Speed Graphic.

CAMERAS, IDENTIFICATION

Eastman Kodak Co., Rochester, N. Y. Eastman Photo Evidence Outfit; Graflex Identification Outfit—Photorecord Model; Inspectograph.
Folmer Graflex Corporation, Rochester, N. Y. Graflex Identification Outfit—Photorecord Model.

CAMERAS, MICROPHOTOGRAPHIC

Folmer Graflex Corporation, Rochester, N. Y. Graflex Photorecord Microfilm.

CAMERAS, MINIATURE

Burleigh Brooks, Inc., 127 W. 42nd St., New York City Dollina; Rolleiflex; Rolleicord; Foth-Derby.
Candid Camera Corporation of America, 844 Adams St., Chicago, Ill. Perflex.
Eastman Kodak Co., Rochester, N. Y. Kodak Bantam Special; Kodak Retina; Kodak Vollaenda; Kodak Duo Six-20; Kodak Bantam.
Folmer Graflex Corporation, Rochester, N. Y. National Graflex.
E. Leitz, Inc., 730 - 5th Ave., New York City Leica; Leica 250-Exposure.
Willoughby's, Inc., 110 W. 32nd St., New York City Baldina.
Carl Zeiss, Inc., 485 - 5th Ave., New York City Baby Ikonta; Contax; Contaflex; Super Nettel; Nettax.

CAMERAS, MOTION PICTURE

Eastman Kodak Co., Rochester, N. Y. Cine-Kodak 8, Cine Kodak 16, Cine-Kodak Special
Raygram Corporation, 425 - 4th Ave., New York City Emel 8mm Turret Head.
Willoughby's, Inc., 110 W. 32nd St., New York City Ensign Auto-Kinecam; Ensign Super-Kinecam.
Carl Zeiss, Inc., 485 - 5th Ave., New York City Movikon 8; Movikon 16.

CAMERAS, MULTIPLE

Folmer Graflex Corporation, Rochester, N. Y. Century.

CAMERAS, PANORAM

- Folmer Graflex Corporation, Rochester, N. Y. _____ Cirkut.
- CAMERAS, PHOTO-MICROGRAPHIC**
- Bausch & Lomb Optical Co., Rochester, N. Y. _____ Bausch & Lomb Photo-Micrographic; Metallographic.
- E. Leitz, Inc., 730 - 5th Ave., New York City _____ Leitz Photo-Micrographic Apparatus.
- Hugo Meyer & Co., 39 W. 60th St., New York City _____ Meyer
- Carl Zeiss, Inc., 485 - 5th Ave., New York City _____ Zeiss Photo-Micrographic Outfits.
- CAMERAS, REFLEX**
- Burleigh Brooks, Inc., 127 W. 42nd St., New York City _____ Rolleicord; Rolleiflex; K. W. Reflex.
- Eastman Kodak Co., Rochester, N. Y. _____ Graflex.
- Folmer Graflex Corporation, Rochester, N. Y. _____ Graflex; National Graflex.
- Medo Photo Supply Corp., 15 W. 47th St., New York City _____ Mentor.
- Willoughby's Inc., 110 W. 32nd St., New York City _____ Ensign.
- Carl Zeiss, Inc., 485 - 5th Ave., New York City _____ Ikonflex; Contaflex.
- CAMERAS, STEREO**
- Bausch & Lomb Optical Co., Rochester, N. Y. _____ Bausch & Lomb Ortho-Stereoscopic.
- Burleigh Brooks, Inc., 127 W. 42nd St., New York City _____ Heidoscop, Rolleidoscop.
- CAMERAS, STILL-FILM**
- Burleigh Brooks, Inc., 127 W. 42nd St., New York City _____ Foth-Derby.
- Hugo-Meyer & Co., 39 W. 60th St., New York City _____ Meyer.
- CAMERAS, STUDIO**
- Agfa Ansco Corporation, Binghamton, N. Y. _____ No. 5 Ansco Studio Outfit; No. 5 De Luxe Studio Outfit.
- Eastman Kodak Co., Rochester, N. Y. _____ Century 8A, 10A and 4A Studio Outfits.
- Folmer Graflex Corporation, Rochester, N. Y. _____ Century 8A, 10A, 4A Studio Outfits.
- Professional Camera Mfg. Co., 3203 Chippewa St., St. Louis, Mo. _____ Professional Home Portrait.
- CAMERAS, TINTYPE**
- George Murphy, Inc., 57 E. 9th St., New York City _____ Eagle Camerascop; Eagle Tintype; Eagle Combination.
- CAMERAS, USED**
- Burleigh Brooks, Inc., 127 W. 42nd St., New York City.
- Eastman Kodak Stores Co., 133 N. Wabash Ave., Chicago, Ill.
- Medo Photo Supply Corp., 15 W. 47th St., New York City.
- Mid-West Photo Supply Co., 117 N. Wabash Ave., Chicago, Ill.
- George Murphy, Inc., 57 E. 9th St., New York City.
- Norman-Willets Co., 318 W. Washington St., Chicago, Ill.
- Willoughby's Inc., 110 W. 32nd St., New York City.
- CAMERAS, VIEW**
- Agfa Ansco Corporation, Binghamton, N. Y. _____ Universal; Universal Junior; Commercial; Standard.
- Burleigh Brooks, Inc., 127 W. 42nd St., New York City _____ Bee Bee Hand Cameras.
- Eastman Kodak Co., Rochester, N. Y. _____ Eastman View 5x7; 8x10; 11x14; 33A 5x7; Commercial ViewAll-Metal 8x10.
- Folmer Graflex Corporation, Rochester, N. Y. _____ 4x5 Crown; 8x10 Century Universal.
- Medo Photo Supply Corporation, 15 W. 47th St., New York City _____ Gloria.
- Professional Camera Mfg. Co., 3203 Chippewa St., St. Louis, Mo. _____ Professional.
- CAMERAS, WATCH**
- George Murphy, Inc., 57 E. 9th St., New York City _____ Expo.
- CARBON PROCESS MATERIALS**
- Eastman Kodak Co., Rochester, N. Y. _____ Eastman Photogravure Tissue.
- George Murphy, Inc., 57 E. 9th St., New York City _____ Autotype.
- CARBON PROCESS MATERIALS**
- George Murphy, Inc., 57 E. 9th St., New York City _____ Autotype.
- CASES (See Camera Cases; Miniature Cases; Photo-Cases; Projector Cases)**
- CELLULOSE FINE PORE SPONGES**
- Fink-Roselieve Co., Inc., 109 W. 64th St., New York City _____ Du Pont.
- CHEMICALS, PHOTO-ENGRAVING**
- Eastman Kodak Co., Rochester, N. Y. _____ Eastman Collodion; Complete Collodion; Plain Collodion; Stripping Collodion; Iodizer; Special Iodizer; Eastman Cotton for Making Collodion; Engraver's Hard Varnish; Silver Nitrate; Rubber Solution; Dragon's Blood; Topping Powder.
- Philip A. Hunt Co., 253 - 261 Russell St., Brooklyn, N. Y. _____ Hunt's Dragons Blood; Etching Powder; Stripping Collodion; Negative Collodion; Rubber Solution.
- Mallinckrodt Chemical Works, 2nd & Mallinckrodt Sts., St. Louis, Mo. _____ Complete line including Etch-Powder; Cold Top Enamel; Collodion, Etc.
- Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Norwil.
- CHEMICALS, PHOTOGRAPHIC**
- Agfa Ansco Corporation, Binghamton, N. Y. _____ Agfa Laboratory-Tested.
- Baker & Co., Inc., 113 Astor St., Newark, N. J. _____ Platinum and Palladium Salts.
- Dufaycolor, Inc., 30 Rockefeller Plaza, New York City _____ Dufaycolor Film Developers.
- Eastman Kodak Co., Rochester, N. Y. _____ Eastman Tested; Elon; Prepared Developer Formula Powders.
- Edwal Laboratories, Inc., 732 Federal St., Chicago, Ill. _____ Nitrazine; Diamine-P; Diamine-H; Monazol; Gradol; C. H. Q.; Catechol; T. S. P.; Also Edwal Prepared Film and Paper Developers; Fixers; Etc.
- Fink-Roselieve Co., Inc., 109 W. 64th St., New York City _____ GDX; Fixol; Quinolin; Hardenol; Quinolot; Complete Line of Dry Chemicals.
- Gevaert Company of America, Inc., The, 423 W. 55th St., New York City _____ Gevaert Developers in tubes—Paste Form.
- Haloid Co., Rochester, N. Y. _____ Haloid-Rectigraph Photocopy Chemicals.
- Hammer Dry Plate & Film Co., 3547 Ohio Ave., St. Louis, Mo. _____ Hammer.
- Philip A. Hunt Co., 253 - 261 Russell St., Brooklyn, N. Y. _____ Hunt's Hydroquinone; Metol (Graphol); Sodium Sulphite; Sodium Carbonate; Sodium Hyposulphite Rice Crystals; Potassium Alum.
- Mallinckrodt Chemical Works, 2nd & Mallinckrodt Sts., St. Louis, Mo. _____ Complete line including "Pictol"; Hydroquinone; Glycin; "Hyporice"; Etc.
- George Murphy, Inc., 57 E. 9th St., New York City _____ Johnson's Developers.
- Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Norwil.
- CIRKUT CAMERAS (See Cameras. Panoram)**
- CLIPS, FILM (See Film Clips and Hangers)**
- CLOTH BACKING FOR PHOTOGRAPHS**
- Holliston Mills, Inc., Norwood, Mass. _____ Holliston Photo-Cloth
- COLOR FILTERS (See Also Gelatine Sheets in Colors)**
- Agfa Ansco Corporation, Binghamton, N. Y. _____ Agfa Light Filters and Safelight Glasses; Yellow; Graduated; Three-Color; Four-Color Gelatine; Agfacolor Plate.
- Burleigh Brooks, Inc., 127 W. 42nd St., New York City _____ Ramstein-Optochrome; Rolleiflex; Rolleicord.
- Dufaycolor, Inc., 30 Rockefeller Plaza, New York City _____ Dufaycolor Separation and Compensating.
- Eastman Kodak Co., Rochester, N. Y. _____ Kodak; Wratten (Complete line for scientific purposes, commercial and process work, photomicrography and spectroscopy).
- Folmer Graflex Corporation, Rochester, N. Y. _____ All Types for Graflex and Speed Graphic Cameras.
- C. P. Goerz American Optical Co., 317 E. 34th St., New York City _____ Goerz Yellow; PanOrtho Red, Blue, Yellow, Green.
- Hornstein Photo Sales, 29 E. Madison St., Chicago, Ill. _____ Gloria.
- Medo Photo Supply Corp., 15 W. 47th St., New York City _____ Jenna.
- Hugo Meyer & Co., 39 W. 60th St., New York City _____ Meyer.
- George Murphy, Inc., 57 E. 9th St., New York City _____ Eagle; Royal.
- Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Ilford Tri-Color.
- Willoughby's Inc., 110 W. 32nd St., New York City _____ Voigtlander, Ramstein-Orthoplan.
- Willoughby's Inc., 110 W. 32nd St., New York City _____ Wollensak.

COLOR MOTION PICTURES

Dufaycolor, Inc., 30 Rockefeller Plaza, New York City _____ Dufaycolor.
 Eastman Kodak Co., Rochester, N. Y. _____ Kodachrome.

COLOR PHOTOGRAPHY (See Direct Color Process Materials)**COLOR PLATES (See Plates, Color)****COLOR PROCESSES (See Direct Color Process Materials)****COLOR RESISTS**

Peerless Color Laboratories, 11-13 Diamond Place, Rochester, N. Y. _____ Imperial "Dodgit".

COLOR WORK FOR THE TRADE

D. E. Abbott & Co., 1406 Washington Ave., Huntington, W. Va.
 Blum's Photo Arts, Inc., 1021 N. Wells St., Chicago, Ill.
 Pictorial Art Studios, Inc., 2926 Broadway, Chicago, Ill.
 Sprague-Hathaway Studios, West Somerville, Mass.
 A. A. Stone Co., 1492 W. 117th St., Cleveland, Ohio.

COLORING ACCESSORIES

Eastman Kodak Co., Rochester, N. Y. _____ Complete Line of Accessories.
 Peerless Color Laboratories, 11-13 Diamond Place, Rochester, N. Y. _____ Peerless and
 Jap-Art Brushes; Peerless and Nicholson's Palettes; Mediums; Tools; Lamps; Etc.

COLORING, CORRESPONDENCE COURSES IN

Peerless Color Laboratories, 11-13 Diamond Place, Rochester, N. Y. _____ Peerless; Nicholson's.

COLORS (See Air Brush Colors, Aniline Colors, Lantern Slide Colors, Oil Colors, Water Colors).**COMIC FOREGROUNDS**

George Murphy, Inc., 57 E. 9th St., New York City.

CONDENSERS (See Lenses, Condensing).**COOLING EQUIPMENT FOR TANKS (See Temperature Control Equipment).****COPY NEGATIVES READY FOR CONTACT PRINTING**

Blum's Photo Arts, Inc., 1021 N. Wells St., Chicago, Ill.
 A. A. Stone Co., 1492 W. 117th St., Cleveland, Ohio.

COPYING AND RESTORING FOR THE TRADE

D. E. Abbott & Co., 1406 Washington Ave., Huntington, W. Va.
 Blum's Photo Arts, Inc., 1021 N. Wells St., Chicago, Ill.
 Pictorial Art Studios, Inc., 2926 Broadway, Chicago, Ill.
 Sprague-Hathaway Studios, West Somerville, Mass.
 A. A. Stone Co., 1492 W. 117th St., Cleveland, Ohio.

COPYING CAMERAS (See Cameras, Copying)**COPYING EQUIPMENT (See Also Camera Stands, Copying; Cameras, Copying)**

Beattie's Hollywood Hi-Lite Co., Hollywood, Calif. _____ Litho-Twins; Copy Twins.
 Eastman Kodak Co., Rochester, N. Y. _____ Crown Laboratory Stand No. 2, 8x10.
 Emby Photo & Film Machine Corp., 630-9th Ave., New York City _____ Meteor Copying Camera.
 Folmer Graflex Corporation, Rochester, N. Y. _____ Crown Laboratory Stand No. 2, 8x10.
 Halldorson Co., 4500 Ravenswood Ave., Chicago, Ill. _____ Halldorson Copy Holder Reflector.
 Johnson Ventlite Co., 4619 W. Harrison St., Chicago, Ill. _____ Copy Ventlites.
 E. Leitz, Inc., 730-5th Ave., New York City _____ Leica Copying Accessories.

CUT-OUT LETTERS FOR TITLING AND ILLUSTRATIVE EFFECTS

Besbee Products Corp., Trenton, N. J. _____ Besbee Wooden Cut-Out Letters.

CUTTERS FOR OPENING PLATE, FILM AND PAPER BOXES, ETC.

Burleigh Brooks, Inc., 127 W. 42nd St., New York City.

CUTTING MACHINES

Alfa Machine Co., 1305 N. 4th St., Milwaukee, Wis. _____ Alfa

DARKROOM LIGHTING EQUIPMENT

Emby Photo & Film Machine Corp., 630-9th Ave., New York City _____ Meteor Darkroom Lamps.

DECKLE EDGE TRIMMING BOARDS

Burleigh Brooks, Inc., 127 W. 42nd St., New York City _____ Brooks Professional.

DESENSITIZERS

Agfa Anasco Corporation, Binghamton, N. Y. _____ Pinakryptol Green; Pinakryptol Yellow.
 Gevaert Company of America, Inc., The, 423 W. 55th St., New York City _____ Verdinol.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Ilford Desensitol.

DEVELOPERS (See Chemicals, Photographic; Fine Grain Developers)**DEVELOPING OUTFITS, AMATEUR**

Agfa Anasco Corporation, Binghamton, N. Y. _____ Amateur Darkroom Outfit and Sundry Items.
 Eastman Kodak Co., Rochester, N. Y. _____ Eastman Developing & Printing Outfits;

Kodak Darkroom Outfits.

Fink-Roselieve Co., Inc., 109 W. 64th St., New York City _____ F-R Photographic Roll

Film Developing Kit.

Hornstein Photo Sales, 29 E. Madison St., Chicago, Ill. _____ Faultless.

DIFFUSION DEVICES

Burleigh Brooks, Inc., 127 W. 42nd St., New York City _____ Duto Diffusion Discs.
 Eastman Kodak Co., Rochester, N. Y. _____ Eastman Diffusing Disks.

DIRECT COLOR PROCESS MATERIALS (See Also Film, Color; Plates, Color)

Agfa Anasco Corporation, Binghamton, N. Y. _____ Agfacolor Ultra Plates.
 Dufaycolor, Inc., 30 Rockefeller Plaza, New York City _____ Dufaycolor Roll Films,

Cut Films, Cine Films; Dufaycolor Separation and Compensating Filters.

Eastman Kodak Co., Rochester, N. Y. _____ Wash-Off Relief Film and Dyes for Same; 3-Color
 Filters; Eastman Panchromatic Plates; Wratten Panchromatic Plates; Kodachrome Roll and Cut

Film.

George Murphy, Inc., 57 E. 9th St., New York City _____ Autotype Trichrome Carbro Materials.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Ilford Color Plates; Colorstil Process.

DIVIDING BACKS

Folmer Graflex Corporation, Rochester, N. Y. _____ for 3¼x4¼ and 4x5 Graflex and Speed Graphic.

DRYERS (See Film Dryers; Print Dryers)**DRY MOUNTING APPARATUS AND MATERIALS**

Eastman Kodak Co., Rochester, N. Y. _____ Kodak Dry Mounting Press; Kodak Dry Mounting Tissue.

DRY PLATES (See Plates, Photographic Dry)**DYE-PROOFING (See Color Resists)****DYES FOR PHOTOGRAPHIC PROCESSES**

Agfa Anasco Corporation, Binghamton, N. Y. _____ Pinakryptol.
 Eastman Kodak Co., Rochester, N. Y. _____ ABC Dyes for Wash-Off Relief Film.

EASELS, ENLARGING (See Enlarging Apparatus and Equipment)**ELECTRIC PENCILS FOR SIGNING PRINTS**

Burleigh Brooks, Inc., 127 W. 42nd St., New York City _____ Ideal.
 Thayer & Chandler, 910 W. Van Buren St., Chicago, Ill. _____ Stafford.

EMBOSSERS

Burleigh Brooks, Inc., 127 W. 42nd St., New York City _____ Brooks.
 Eastman Kodak Co., Rochester, N. Y. _____ Eastman Print.

Sterling Photo Manufacturing Co., Beaver Falls, Pa. _____ Stokes.

ENLARGED PORTRAITS FOR THE TRADE

D. E. Abbott & Co., 1406 Washington Ave., Huntington, W. Va.
 Blum's Photo Arts, Inc., 1021 N. Wells St., Chicago, Ill.
 Pictorial Art Studios, Inc., 2926 Broadway, Chicago, Ill.
 Sprague-Hathaway Studios, West Somerville, Mass.
 A. A. Stone Co., 1492 W. 117th St., Cleveland, Ohio.

ENLARGER HELMETS

Raygram Corporation, 425-4th Ave., New York City _____ Raygram.

ENLARGING APPARATUS AND EQUIPMENT

Burleigh Brooks, Inc., 127 W. 42nd St., New York City _____ Granako Enlarging

- R. P. Cargille, 118 Liberty St., New York City _____ See-Sharp
Focusing Device; Orelup Negative Integrator for Determining Correct Enlarging Time.
Eastman Kodak Co., Rochester, N. Y. _____ Eastman and Kodak Auto-Focus Enlargers; Eastman
Auto-Focus Enlarger; Eastman Projection Printer No. 2; Kodak Miniature Enlarger.
Elwood Pattern Works, Inc., 125 N. East St., Indianapolis, Ind. _____ Elwood
Enlargers, 7 models, from 35mm to 8x10; Enlarger Accessories; Reflectors; Lamp Houses; Light-
ing Units for Enlargers.
Emby Photo & Film Machine Corp., 630-9th Ave., New York City _____ Meteor Enlarger;
Durlupp Enlarger; Homrich Enlarger; Homrich Enlarging Meter.
Folmer Graflex Corporation, Rochester, N. Y. _____ Crown Revolving Back Enlarger; Graflex
Enlarger-Printer; Crown Enlarging Reducing & Copying Camera.
General Electric Co., Nela Park, Cleveland, Ohio _____ G-E Mazda Photographic Enlarging Lamps—
White Bulb; 75-watt No. 211, 150-watt No. 212, 250-watt No. 213 (2 hour life); 300-watt No. 301,
500-watt No. 302, 500-watt No. 303 (6 hour life); 250-watt PS-30, 400-watt PS-35, 1000-watt PS-52.
Gevaert Company of America, Inc., The, 423 W. 55th St., New York City _____ Gevaert Larja Printer.
Hornstein Photo Sales, 29 E. Madison St., Chicago, Ill. _____ Exclusive Distributors
Imported and Domestic Enlargers.
Krug Haloette Co., 533 Provident Bldg., Tacoma, Wash. _____ Krug Haloette Attachment
for White Backgrounds.
E. Leitz, Inc., 730-5th Ave., New York City _____ Valoy, Focomat, Vasex, and Vamax Enlargers.
Medo Photo Supply Corp., 15 W. 47th St., New York City _____ Filmarius, Filmarex and Ideal Enlargers.
Michigan Photo Shutter Co., 170 W. Water St., Kalamazoo, Mich. _____ Packard Enlarging and
Copying Shutter No. 7.
Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Norwil Enlarger.
Radiant Lamp Corp., Sherman Ave. & Clifton St., Newark, N. J. _____ Precision
Lamps for all Types Enlargers.
Renard-Dunbar Co., 4541 Ravenswood Ave., Chicago, Ill. _____ Amateur Apparatus and
Equipment; Miniature Enlargers, Enlarging Easels.
Raygram Corporation, 425-4th Ave., New York City _____ Precip Enlarger No. 44;
Precis Enlarger No. 66; Precip Enlarger No. 66A; Raygram Easel; Raygram Enlarger Helmets.
Sun Ray Photo Co., Inc., 138-40 Centre St., New York City _____ Grant, Sun Ray Miniature,
Sun Ray Filmaster Enlargers; Sun Ray Enlarging Easels.
Willoughby's, Inc., 110 W. 32nd St., New York City _____ Ensign Magnaprint.
Carl Zeiss, Inc., 485-5th Ave., New York City _____ Mirax, Magniphot, Miraphot and
Helinox Enlargers.
- ENVELOPE STUFFERS**
Winthrop-Atkins Co., Inc., Middleboro, Mass. _____ Circulars Imprinted with Framed
Enlargement Offers.
- ENVELOPES**
Agfa Anso Corporation, Binghamton, N. Y. _____ Delivery for Photo Finishers.
Eastman Kodak Stores Co., 133 No. Wabash Ave., Chicago, Ill. _____ Majestic Two-
Pocket Photo Finishing Delivery.
Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Delivery for Photo Finishers.
- EXPOSURE METERS**
Burleigh Brooks, Inc., 127 W. 42nd St., New York City _____ Lios-Scop; Lios
Periscope and Grandoskop; Presto.
Emby Photo & Film Machine Corp., 630-9th Ave., New York City _____ Homrich Enlarging.
Fink-Roselleve Co., Inc., 109 W. 64th St., New York City _____ Avo; Avo Smethurst.
E. Leitz, Inc., 730-5th Ave., New York City _____ Leicameter.
George Murphy, Inc., 57 E. 9th St., New York City _____ Amato, Watkins, Wynne.
Raygram Corporation, 425-4th Ave., New York City _____ Maxim.
Willoughby's, Inc., 110 W. 32nd St., New York City _____ Willo, Ramstein.
- EXPOSURE METERS, PHOTO-ELECTRIC**
Hornstein Photo Sales, 29 E. Madison St., Chicago, Ill. _____ Electrophot.
- EXPOSURE TIME INDICATORS FOR ENLARGING**
R. P. Cargille, 118 Liberty St., New York City _____ Orelup Negative Integrator.
- FERROTYPE CAMERAS (See Cameras, Tintype)**
- FERROTYPE PLATES**
Eastman Kodak Co., Rochester, N. Y. _____ Eastman Special.
Eastman Kodak Stores Co., 133 N. Wabash Ave., Chicago, Ill. _____ Chrome Copper.
- FERROTYPE PLATES, POLISH FOR**
Edwal Laboratories, Inc., 732 Federal St., Chicago, Ill. _____ Edwal.
- FILES FOR LANTERN SLIDES**
Eastman Kodak Co., Rochester, N. Y. _____ Eastman Lantern Slide Boxes.
Hornstein Photo Sales, 29 E. Madison St., Chicago, Ill. _____ Faultless Lantern Slide Files.
Mirotex Products, 6241 Southwood Ave., St. Louis, Mo. _____ All Sizes.
George Murphy, Inc., 57 E. 9th St., New York City _____ Star Lantern Slide Files.
Society for Visual Education, Inc., 327 S. La Salle St., Chicago, Ill. _____ Miniature Slide Boxes.
- FILES FOR MINIATURE FILMS**
Eastman Kodak Co., Rochester, N. Y. _____ Kodaslide Sequence File; Kodak Miniature Negative Album.
Hornstein Photo Sales, 29 E. Madison St., Chicago, Ill. _____ Files for 35mm Roll Film.
E. Leitz, Inc., 730-5th Ave., New York City _____ File Systems for 35mm Roll Film.
Mirotex Products, 6241 Southwood Ave., St. Louis, Mo. _____ Files for 35mm Slides and Film,
100 to 160 Capacity.
Society for Visual Education, Inc., 327 S. La Salle St., Chicago, Ill. _____ Cans and Holders
for 35mm roll film.
- FILM, AERIAL**
Agfa Anso Corporation, Binghamton, N. Y. _____ S. S. Pan Aero.
Eastman Kodak Co., Rochester, N. Y. _____ Kodak Panatomic; Super Sensitive;
Panatomic; Special Panatomic.
Gevaert Company of America, Inc., The, 423 W. 55th St., New York City _____ Gevaert Ultra
Panatomic.
- FILM CANS, HOLDERS, HUMIDORS AND REELS, MOTION PICTURE**
Eastman Kodak Co., Rochester, N. Y. _____ Kodascope Reels and Cans.
Hornstein Photo Sales, 29 E. Madison St., Chicago, Ill. _____ SK Humidor Cases.
Mirotex Products, 6241 Southwood Ave., St. Louis, Mo. _____ Mirotex All Steel Film Humidors.
Raygram Corporation, 425-4th Ave., New York City _____ Pictoreels; Pictoreel Humidors.
Society for Visual Education, Inc., 327 S. La Salle St., Chicago, Ill. _____ S.V.E. Cans and Holders.
- FILM CLEANING PREPARATIONS**
Edwal Laboratories, Inc., 732 Federal St., Chicago, Ill. _____ Edwal Film Cleaner.
- FILM CLIPS AND HANGERS**
Agfa Anso Corporation, Binghamton, N. Y. _____ Agfa Film Clips.
Eastman Kodak Co., Rochester, N. Y. _____ Eastman Film Hanger; Eastman Film Pack Developing
Hanger; Improved Kodak Film Clip; Kodak Junior Film Clip.
Emby Photo & Film Machine Corp., 630-9th Ave., New York City _____ Meteor
Film Clips and Hangers.
Pako Corporation, Minneapolis, Minn. _____ Dye Pack Hangers; Pako Clips; Pako Multiple Roll
Hangers; Pako Weight Rings.
- FILM, COLOR**
Dufaycolor, Inc., 30 Rockefeller Plaza, New York City _____ Dufaycolor Roll Films,
Cut Films, Cine Films.
Eastman Kodak Co., Rochester, N. Y. _____ Kodachrome, Roll.
- FILM, COMMERCIAL**
Agfa Anso Corporation, Binghamton, N. Y. _____ Agfa Commercial; Matte Back and
Clear Base Anti-Halo; Agfa Commercial Orthochromatic; Agfa Commercial Panchromatic; Isopan;
S. S. Plenachrome; Super Plena-Press; Process.
Gevaert Company of America, Inc., The, 423 W. 55th St., New York City _____ Gevaert Commercial Panchromatic; Panchromatic.

- Process; Safety Panamic; Super-Speed Ortho Portrait; Safety Ortho Press; Commercial Ortho; Panchro-Press; Super Panchro-Press; Commercial; Commercial Matte; Process.
 Gevaert Company of America, Inc., The, 423 W. 55th St., New York City _____ Gevaert Ortho Commercial; Commercial Process Extra A. H.
 Hammer Dry Plate & Film Co., 3547 Ohio Ave., St. Louis, Mo. _____ Hammer Medium Commercial; Medium Commercial Ortho; Slow Ortho; Portrait Ortho; Slow; Process; Super Process.
- FILM DEVELOPING MACHINERY**
 Emby Photo & Film Machine Corp., 630 - 9th Ave., New York City _____ Automatic Developing Machine for 35mm Film Strips; Meteor Rocking Tables; Emby Tank Developing Units.
 Pako Corporation, Minneapolis, Minn. _____ Pako Filmachine; Junior Filmachine.
- FILM, DIRECT POSITIVE**
 Agfa Ansco Corporation, Binghamton, N. Y. _____ Direct Copy, Direct Duplicating.
 Eastman Kodak Co., Rochester, N. Y. _____ Safety Translite.
- FILM DRYERS**
 Agfa Ansco Corporation, Binghamton, N. Y. _____ Agfa Rapid.
 Emby Photo & Film Machine Corp., 630 - 9th Ave., New York City _____ Homrich Drying Cabinet; Emby Drying Unit.
- FILM DRYING PREPARATIONS**
 Edwal Laboratories, Inc., 732 Federal St., Chicago, Ill. _____ Edwal Film Dryer.
- FILM FOR PHOTO-MECHANICAL PROCESSES**
 Agfa Ansco Corporation, Binghamton, N. Y. _____ Agfa Process; Printon; Reprolith; Reprolith Ortho; Reprolith Thin Base.
 Eastman Kodak Co., Rochester, N. Y. _____ Kodalith; Kodalith Orthochromatic Non-Halation; Kodalith Stripping Superspeed; Eastman Process; Commercial; Commercial Panchromatic; Super-Sensitive Panchromatic; Wash-Off Relief.
 Gevaert Company of America, Inc., The, 423 W. 55th St., New York City _____ Gevaert Process Extra A. H. (Thin Base); Litholine Ortho A. H.
 Haloid Company, Rochester, N. Y. _____ Lithaloid.
 Hammer Dry Plate & Film Co., 3547 Ohio Ave., St. Louis, Mo. _____ Hammer Process; Super Process; Extreme Contrast; Regular Offset; Halftone Offset; Special Ortho Offset.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Ilford.
- FILM HOLDERS**
 Agfa Ansco Corporation, Binghamton, N. Y. _____ Agfa Plate; Cut Film and Numbered.
 Eastman Kodak Co., Rochester, N. Y. _____ Eastman; Eastko; Sterling.
 Folmer Graflex Corporation, Rochester, N. Y. _____ Century Riteway; Sterling; Banquet; Graflex; Graphic.
- FILM HOLDERS, DIRECT COLOR**
 Professional Camera Mfg. Co., 3203 Chippewa St., St. Louis, Mo. _____ Equapress Pressure.
- FILM, MAGAZINE**
 Agfa Ansco Corporation, Binghamton, N. Y. _____ 35mm and 70mm Unperforated Fine-Grain Plenachrome and Fine-Grain Superpan.
 Eastman Kodak Co., Rochester, N. Y. _____ Kodak Super Sensitive Panchromatic; Panatomic; Super X Panchromatic; Infra-Red.
- FILM, MINIATURE CAMERA**
 Agfa Ansco Corporation, Binghamton, N. Y. _____ 35mm Fine-Grain Plenachrome; Ultra Speed Pan; Superpan Supreme; Finopan; Infra-Red; Superpan Reversible.
 Eastman Kodak Co., Rochester, N. Y. _____ Kodak Super Sensitive Panchromatic; Panatomic; Super X Panchromatic.
- FILM, MOTION PICTURE**
 Agfa Ansco Corporation, Binghamton, N. Y. _____ Agfa 16mm Fine-Grain Plenachrome Reversible; 16mm Hypan Reversible; 16mm Superpan Supreme Reversible; 16mm Fine-Grain Superpan and Finopan Negative; 16mm Safety Positive; 35mm Fine-Grain Plenachrome and 35mm Superpan Supreme Negative; Single 8mm Filmopan and Single 8mm Panchromatic for Keystone.
 Eastman Kodak Co., Rochester, N. Y. _____ 16mm Cine-Kodak Safety; Panchromatic Safety; Super-Sensitive Panchromatic Safety; Kodachrome Safety; Kodachrome Safety Type A; Same in 16mm Magazines; 8mm Panchromatic Safety; 8mm Kodachrome Safety.
 Gevaert Company of America, Inc., The, 423 W. 55th St., New York City _____ Gevaert 16mm Super-Sensitive Panchromatic; 16mm Fine-Grain Positive, black-and-white and colors; 35mm Special Fine-Grain Positive.
 Hammer Dry Plate & Film Co., 3547 Ohio Ave., St. Louis, Mo. _____ Hammer Cinema Ortho 16mm and 35mm.
- FILM, OPAL**
 Eastman Kodak Co., Rochester, N. Y. _____ Kotava Safety Positive.
- FILM PACKS**
 Agfa Ansco Corporation, Binghamton, N. Y. _____ Agfa Super Plenachrome; Superpan; Superpan Press.
 Dufaycolor, Inc., 30 Rockefeller Plaza, New York City _____ Dufaycolor.
 Eastman Kodak Co., Rochester, N. Y. _____ Kodak Verichrome; S. S. Panchromatic; Kodak Panatomic; Panchro-Press.
 Gevaert Company of America, Inc., The, 423 W. 55th St., New York City _____ Gevaert Express Superchrome; Panchromosa.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Ilford.
- FILM, PANORAM**
 Agfa Ansco Corporation, Binghamton, N. Y. _____ Panorama for Cirkut Cameras and Outfits.
 Eastman Kodak Co., Rochester, N. Y. _____ Kodak Verichrome; Regular N. C.; Super Sensitive Panchromatic; Panchro Press.
- FILM, PORTRAIT**
 Agfa Ansco Corporation, Binghamton, N. Y. _____ Agfa Portrait Clear Base; Supersensitive Plenachrome; Supersensitive Panchromatic; Superpan Portrait.
 Eastman Kodak Co., Rochester, N. Y. _____ Eastman Par Speed; Super Speed Ortho Anti-Halation; Panchromatic; Super Sensitive Panchromatic.
 Gevaert Company of America, Inc., The, 423 W. 55th St., New York City _____ Gevaert Ultra Panchro A. H.; Studio High Speed; Superchrome A. H.
 Hammer Dry Plate & Film Co., 3547 Ohio Ave., St. Louis, Mo. _____ Hammer Extra Fast Blue Label; Super Ortho Press; Portrait Ortho.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Ilford.
- FILM REEL CASES, MOTION PICTURE**
 Mirotex Products, 6241 Southwood Ave., St. Louis, Mo. _____ Mirotex Art Leather Cases for 35mm Film in Rolls; Steel Cases for 16mm and 8mm Film in Reels.
- FILM, ROLL**
 Agfa Ansco Corporation, Binghamton, N. Y. _____ Agfa Plenachrome; Super-Plenachrome; Standard; Superpan; Superpan Press; Finopan.
 Dufaycolor, Inc., 30 Rockefeller Plaza, New York City _____ Dufaycolor.
 Eastman Kodak Co., Rochester, N. Y. _____ Kodak Verichrome; Super Sensitive Panchromatic; Panatomic; Super X Panchromatic; Infra-Red.
 Gevaert Company of America, Inc., The, 423 W. 55th St., New York City _____ Gevaert Express Superchrome; Panchromosa.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Ilford.
- FILM SPLICERS, MOTION PICTURE**
 Eastman Kodak Co., Rochester, N. Y. _____ Kodascope Junior; Kodascope Universal.
 Hornstein Photo Sales, 29 E. Madison St., Chicago, Ill. _____ Faultless, for 8mm and 16mm.
- FILM, STILL**
 Agfa Ansco Corporation, Binghamton, N. Y. _____ Agfa.
 Dufaycolor, Inc., 30 Rockefeller Plaza, New York City _____ Dufaycolor.
 Eastman Kodak Co., Rochester, N. Y. _____ Eastman.
 Gevaert Company of America, Inc., The, 423 W. 55th St., New York City _____ Gevaert Ultra Panchro Press Superchrome A. H.

FILM SUBJECTS FOR LIBRARIES, MOTION PICTURE

Eastman Kodak Co., Rochester, N. Y. _____ Kodascope Libraries; Eastman Teaching Films.

FILM SUBJECTS FOR LIBRARIES, SINGLE FRAME FILMSTRIPS

Hornstein Photo Sales, 29 E. Madison St., Chicago, Ill. _____ 8mm and 16mm Film Subjects.

Society for Visual Education, Inc., 327 S. La Salle St., Chicago, Ill.

FILM VIEWERS (See Visualizers)**FILM WASHERS**

Eastman Kodak Co., Rochester, N. Y. _____ Eastman Portrait Film Washing Tank.

Lenz Washer Co., Lebanon, Mo. _____ Lenz Rotary; Lenz Centripetal.

FILM, X-RAY DENTAL AND SURGICAL

Agfa Ansco Corporation, Binghamton, N. Y. _____ Agfa X-Ray; Non-Screen X-Ray; Dental.

Eastman Kodak Co., Rochester, N. Y. _____ Eastman Ultra-Speed Safety X-Ray; Eastman

Radia-Tized Dental X-Ray; Eastman Bite-Wing Dental X-Ray; Eastman Occlusal Dental X-Ray.

Gevaert Company of America, Inc., The, 423 W. 55th St., New York City _____ Gevaert

X-Ray Blue Base Safety.

FILTERS (See Color Filters)**FINE GRAIN DEVELOPERS**

Agfa Ansco Corporation, Binghamton, N. Y. _____ Fine-Grain Tube; Agfa 17 Prepared Developer.

Eastman Kodak Co., Rochester, N. Y. _____ Eastman Ultra.

Edwal Laboratories, Inc., 732 Federal St., Chicago, Ill. _____ Edwal-12; Edwal-20; Minicol.

Fink-Roselieve Co., Inc., 109 W. 64th St., New York City _____ GD.

E. Leitz, Inc., 730-5th Ave., New York City _____ Tetenal Ultrafin S-F.

Mallinckrodt Chemical Works, 2nd & Mallinckrodt Sts., St. Louis, Mo. _____ Chemicals

for Champlin and other fine-grain formulas.

Medo Photo Supply Corp., 15 W. 47th St., New York City _____ Candol.

George Murphy, Inc., 57 E. 9th St., New York City _____ Johnson's Meritol.

Raygram Corporation, 425-4th Ave., New York City _____ Infinol.

FLASH BAGS

George Murphy, Inc., 57 E. 9th St., New York City _____ Eagle.

James H. Smith & Sons Corporation, Lake and Colfax Sts., Griffith, Ind. _____ Victor Portable.

FLASH CARTRIDGES

Eastman Kodak Co., Rochester, N. Y. _____ Eastman; Eastman Flash Sheets.

James H. Smith & Sons Corporation, Lake and Colfax Sts., Griffith, Ind. _____ Actino.

FLASH GUNS

James H. Smith & Sons Corporation, Lake & Colfax Sts., Griffith, Ind. _____ Victor.

FLASH IGNITERS (See Spark Metals)**FLASH LAMPS**

Folmer Graflex Corporation, Rochester, N. Y. _____ Crown.

Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Norwil Triple-Flash.

James H. Smith & Sons Corporation, Lake & Colfax Sts., Griffith, Ind. _____ Victor; Dependable;

Caywood.

FLASHLIGHT SPEED ATTACHMENTS (See Speed Attachments and Synchronizing Devices)**FLASH PISTOLS**

Burleigh Brooks, Inc., 127 W. 42nd St., New York City _____ Ebilum.

James H. Smith & Sons Corporation, Lake & Colfax Sts., Griffith, Ind. _____ Victor.

FLASH POWDER

Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Norwil Press Flash.

James H. Smith & Sons Corporation, Lake & Colfax Sts., Griffith, Ind. _____ Victor

Smokeless and Non-Smokeless.

FLASH PRIMERS

James H. Smith & Sons Corporation, Lake & Colfax Sts., Griffith, Ind. _____ Victor Center Fire.

FLASH SYNCHRONIZERS (See Speed Attachments and Synchronizing Devices)**FLOORING MATERIALS, ACID-PROOF**

David C. Brown Co., 403 Baltimore Ave., W., Detroit, Mich. _____ Rubber Compounds.

FOCUSING CLOTHS

Eastman Kodak Co., Rochester, N. Y. _____ Eastman Professional; Eastman Home Portrait;

Eastman Rubber.

FOCUSING MAGNIFIERS (See Also Reading Glasses)

Bausch & Lomb Optical Co., Rochester, N. Y. _____ Bausch & Lomb.

Burleigh Brooks, Inc., 127 W. 42nd St., New York City _____ Lios Periscope; Brooks; Bee Bee.

R. P. Cargille, 118 Liberty St., New York City _____ See-Sharp Focusing Device for

Enlargers; Pic-Sharp Magnifier for Ground-Glass Focusing.

C. P. Goerz American Optical Co., 317 E. 34th St., New York City _____ Goerz.

E. Leitz, Inc., 730-5th Ave., New York City _____ For Leica Copying Equipment.

Hugo Meyer & Co., 39 W. 60th St., New York City _____ Meyer.

Raygram Corporation, 425-4th Ave., New York City _____ Magnascope.

Wollensak Optical Co., Rochester, N. Y. _____ Wollensak Tripod Magnifiers; Reading Glasses.

Carl Zeiss, Inc., 485-5th Ave., New York City _____ Zeiss.

FOCUSING SCREENS, UNBREAKABLE

Folmer Graflex Corporation, Rochester, N. Y.

FOOT SWITCHES

Hornstein Photo Sales, 29 E. Madison St., Chicago, Ill. _____ Faultless.

George Murphy, Inc., 57 E. 9th St., New York City _____ Eagle

Renard-Dunbar Co., 4541 Ravenswood Ave., Chicago, Ill.

FOREGROUNDS (See Comic Foregrounds)**FRAMES, ART LEATHER (See Also Photograph Cases, Art Leather; Mountings, Art Leather)**

Art Publishing Co., 2509 W. Cermak Rd., Chicago, Ill. _____ All Sizes and colors; Retail 10c to \$1.00.

Eastman Kodak Co., Taprell Loomis Division, 1727 S. Indiana Ave., Chicago, Ill.

Eastman Kodak Stores Co., 133 N. Wabash Ave., Chicago, Ill. _____ Majestic.

Miles Kedex Co., 142 Water St., Leominster, Mass.

Winthrop-Atkins Co., Inc., Middleboro, Mass. _____ Lock Easel Back with Glass or Celluloid; Folios.

FRAMES, DISPLAY, FOR PHOTO FINISHERS AND PORTRAIT STUDIOS

Eastman Kodak Stores Co., 133 N. Wabash Ave., Chicago, Ill. _____ Majestic.

Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Norwil.

F. Zimmerman Co., W. 110th St. & Berea Rd., Cleveland, Ohio _____ Zimmerman Custom-Made.

FRAMES, GLASS

Art Publishing Co., 2509 W. Cermak Rd., Chicago, Ill. _____ All Sizes and styles; Retail 10c to \$1.00.

FRAMES, METAL

D. E. Abbott & Co., 1406 Washington Ave., Huntington, W. Va.

Art Publishing Co., 2509 W. Cermak Rd., Chicago, Ill. _____ All Sizes Polished Nickel Steel;

Retail 10c to \$1.00.

Eastman Kodak Stores Co., 133 N. Wabash Ave., Chicago, Ill. _____ Majestic.

F. Zimmerman Co., W. 110th St. & Berea Rd., Cleveland, Ohio _____ Zimmerman

FRAMES, MOULDINGS AND EQUIPMENT FOR (See Mouldings, Picture Frame)**FRAMES, SWING AND PEDESTAL**

Art Publishing Co., 2509 W. Cermak Rd., Chicago, Ill. _____ All sizes and finishes;

Retail 10c to \$1.00.

Sprague-Hathaway Studios, West Somerville, Mass. _____ Hand-Carved.

Winthrop-Atkins Co., Inc., Middleboro, Mass.

FRAMES, WOOD

D. E. Abbott & Co., 1406 Washington Ave., Huntington, W. Va.

Art Publishing Co., 2509 W. Cermak Rd., Chicago, Ill. _____ All Sizes and finishes; Retail 10c to \$1.00.

Eastman Kodak Stores Co., 133 N. Wabash Ave., Chicago, Ill. _____ Majestic.

Sprague-Hathaway Studios, West Somerville, Mass. _____ Hand-Carved.

Winthrop-Atkins Co., Inc., Middleboro, Mass. _____ Regular and Matched Corner with Lock Easel.

F. Zimmerman Co., W. 110th St. & Berea Rd., Cleveland, Ohio _____ Zimmerman Slide-Back

FUNNELS

Eastman Kodak Co., Rochester, N. Y. _____ Eastman.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Norwil.

FURNITURE, CAMERA ROOM (See Studio Furniture)**GELATINE SHEETS IN COLORS**

Agfa Ansco Corporation, Binghamton, N. Y. _____ Agfa Four-Color Gelatine Filters.
 Eastman Kodak Co., Rochester, N. Y. _____ Kodaloid.
 Wollensak Optical Co., Rochester, N. Y. _____ Wollensak.

GLASS BUYERS

Art Publishing Co., 2509 W. Cermak Rd., Chicago, Ill.

GLASS, CONVEX, OVAL, OCTAGON, ETC.

D. E. Abbott & Co., 1406 Washington Ave., Huntington, W. Va.

GRADUATES

Eastman Kodak Co., Rochester, N. Y. _____ Eastman; Eastko Tumbler; Eastman Visible.
 Hornstein Photo Sales, 29 E. Madison St., Chicago, Ill. _____ Glass.

GRAPHIC ARTS MATERIALS

Agfa Ansco Corporation, Binghamton, N. Y. _____ Agfa Reproduction Materials.
 Aurora School of Photo-Engraving, Aurora, Mo. _____
 Eastman Kodak Co., Rochester, N. Y. _____ Complete line of Materials.
 Eastman Kodak Stores Co., 133 N. Wabash Ave., Chicago, Ill. _____ Complete line of Materials.
 Haloid Co., Rochester, N. Y. _____ Paper Negative Materials.
 Gevaert Company of America, Inc., The, 423 W. 55th St., New York City _____ Gevaert Films
 and Dry Plates.
 Hammer Dry Plate & Film Co., 3547 Ohio Ave., St. Louis, Mo. _____ Hammer Films and Dry Plates.

Philip A. Hunt Co., 253-261 Russell St., Brooklyn, N. Y.

George Murphy, Inc., 57 E. 9th St., New York City.

Norman-Willets Co., 318 W. Washington St., Chicago, Ill.

GROUND GLASS SUBSTITUTE

Agfa Ansco Corporation, Binghamton, N. Y. _____ Agfa Matte Solution.
 Eastman Kodak Co., Rochester, N. Y. _____ Eastman.

GROUND GLASSES

Bausch & Lomb Optical Co., Rochester, N. Y. _____ Bausch & Lomb.
 Eastman Kodak Co., Rochester, N. Y. _____ Eastman.

GROUPERS

Decorative Background Co., Inc., 4814-18 W. 25th Place, Chicago-Cicero, Ill. _____ 3-in-1
 Modern Posing Bench.
 Ross L. Fitch Studio, 46 E. Cross St., Ypsilanti, Mich. _____ Grouping Furniture Built to Order.

GUM PRINTS AND CARBONS FOR THE TRADE

Blum's Photo Arts, Inc., 1021 N. Wells St., Chicago, Ill.

HAND LAMPS

Ertler Photo Equipment, 10915 Edgewater Drive, Cleveland, Ohio _____ Ertlerlites.
 Johnson Ventlite Co., 4619 W. Harrison St., Chicago, Ill. _____ Hilite Ventlite Jr.;
 Ventlite Battery Fired Photoflash Reflectors.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Norwil Hand Flash;
 Norwil Home Flash; Norwil Triple-Flash; Norwil Handy-Klamp.
 Photogenic Machine Co., Youngstown, Ohio _____ Perkins Little Giant Hand Arc Lamp;
 Perkins Handy Auxiliary Lite.
 James H. Smith & Sons Corporation, Lake & Colfax Sts., Griffith, Ind. _____ Victor Flash;
 Photoflood; Photoflash.
 Sun Ray Photo Co., Inc., 138-40 Centre St., New York City _____ Sun Ray Clamp Lamps.

HARDENERS

Eastman Kodak Co., Rochester, N. Y. _____ Eastman.
 Edwal Laboratories, Inc., 732 Federal St., Chicago, Ill. _____ Edwal Chrome.
 Fink-Roselieve Co., Inc., 109 W. 64th St., New York City _____ Hardenol.
 George Murphy, Inc., 57 E. 9th St., New York City _____ Iford.

HEAD SCREENS

Eastman Kodak Co., Rochester, N. Y. _____ Eastman; Century; Universal.
 Folmer Graflex Corporation, Rochester, N. Y. _____ Century.
 Halldorson Co., 4500 Ravenswood Ave., Chicago, Ill. _____ Halldorson Flexible Neck.
 Johnson Ventlite Co., 4619 W. Harrison St., Chicago, Ill. _____ Ventlite New Departure
 Opaque and Translucent.

HINGES FOR PRINTS

Holliston Mills, Inc., Norwood, Mass. _____ Holliston Paper.

IDENTIFICATION OUTFITS (See Cameras, Identification)**INCANDESCENT LAMP EQUIPMENTS**

Beattie's Hollywood Hi-Lite Co., Hollywood, Calif. _____ Maxipan Studio Floodlite, Portopan, News-
 Reels, Rifles (Soft light); Hi-Key, Boom-Lite, Sunspots, Hi-Lite (Hard Light).
 Eastman Kodak Co., Rochester, N. Y. _____ Kodalites.
 Eastman Kodak Stores Co., 133 N. Wabash Ave., Chicago, Ill. _____ Majestic Focusing Spotlights.
 Emby Photo & Film Machine Corp., 630 - 9th Ave., New York City _____ Meteor Pancro
 Indirect Photo Lamp; Meteor Dark Room Lamps.
 Ertler Photo Equipment, 10915 Edgewater Drive, Cleveland, Ohio _____ Ertlerlites;
 Ertlerlite New Model Spotlight.
 Halldorson Co., 4500 Ravenswood Ave., Chicago, Ill. _____ Halldorson Electric
 Studio Lamp, Jr. and Sr.; Home Portrait Electric Lamp; Concentrating Spotlight; Cinema Mazda
 Light; Edge Light; General Service Lamps A, B and C; Angle Reflectors.
 Johnson Ventlite Co., 4619 W. Harrison St., Chicago, Ill. _____ Kompakt Ventlites;
 Cine Ventlites; Overhead Indirect Flood Ventlites; Single U Ventlite Skilite; Quad C Ventlite
 Skilite; Quad K Ventlite Skilite; Quad U Ventlite Skilite; Hilite Ventlite Jr.; Studio Modeling
 Ventlite; Double and Quadruple Cine Ventlite Outfits; Ceiling Ventlites; Photoflash-Photoflood
 Professional Precision Angle Ventlites; Copy Ventlites; New Model Ventlite Spot Lights.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Norwilites; Norwil Monoflector;
 Norwil Duolector; Norwil Handy-Klamp.
 Photogenic Machine Co., Youngstown, Ohio _____ Perkins Hi-Power No. 4 Photoflood Lite—
 Twin; Perkins Hi-Power Quad No. 4 Photoflood Lite; Perkins Hi-Power No. 1 Photoflood Lite;
 Perkins Sunspot; Perkins Handy Auxiliary Lite; Hi-Power Floor & Back Lite; Perkins Hi-Power
 CP-15 Mazda Floodlight; Perkins Hi-Power Mazda Spotlight; Perkins Junior Spotlight; Hi-Power
 CP-5 Concentrated Spotlight; Perkins Hi-Power Suspension Lite; Perkins Hi-Power Overhead
 Indirect Floodlites.
 James H. Smith & Sons Corporation, Lake and Colfax Sts., Griffith, Ind. _____ Victor.
 Sun Ray Photo Co., Inc., 138-40 Centre St., New York City _____ Sun Ray Spotlights and Floodlights
 for Home Portrait, Studio, Commercial and Amateur Work.

INCANDESCENT LAMPS, PHOTOGRAPHIC

General Electric Co., Nela Park, Cleveland, Ohio _____ G-E Mazda Photofloods Nos. 1, 2, 4;
 Enlarger Lamps—White Bulb: 75-watt No. 211, 150-watt No. 212, 250-watt No. 213 (2 hour life),
 300-watt No. 301, 500-watt No. 302, 500-watt No. 303 (6 hour life), 250-watt PS-30, 400-watt
 PS-35, 1000-watt PS-52; In Clear and Photo Blue: 1000-watt P-S52, 1500-watt PS-52, 400-watt
 G-30 Spotlight, 500-watt T-20; 1000-watt T-20; 2000-watt Movieflood; 1000-watt G-40 Spotlight;
 2000-watt G-48 Spotlight; 5000-watt G-64 Spotlight.
 Radiant Lamp Corporation, Sherman Ave. & Clifton St., Newark, N. J. _____ Complete Line
 of Precision Lamps.

Wabash Photolamp Corporation, 335 Carroll St., Brooklyn, N. Y. _____ Superflood Nos. 1, 2 and 4;
 Superflash Nos. 0, 1, 2, 3 and Special Precision 40,000 flash bulbs; Full line of incandescent light bulbs.

INTENSIFIERS

Agfa Ansco Corporation, Binghamton, N. Y. _____ Agfa Copper; Liquid Mercury Preparation.
 Eastman Kodak Co., Rochester, N. Y. _____ Eastman.

the latest. Your mountings must be modern. Your window displays, your sample books, everything must be up to snuff. You cannot afford to overlook any legitimate opportunities or methods of getting sitters to your studio.

And there's the rub!

All the things we have mentioned are being done by many, many photographers who are still desperately wondering why they don't sell photographs. And the answer, in nine cases out of ten is right in front of their own noses, in their reception rooms. Their studios are out of date, ugly, frequently dingy and unkempt. Sometimes an artist can make photographs that will sell despite

such conditions, but not often. Clean up that reception room! Modernize it! Give your pictures a break! Make it a pleasure to visit your studio instead of a pain in the neck! You can do all of this at a very reasonable cost, if you are handy with tools you can perhaps do much of it yourself and there is a good chance that some of your reception room counters and furniture can be remodeled so you will have to spend even less. Our Modern Reception Room, specially built for this convention, and the talk about it by Mr. Theodore Firks, the nationally known designer who planned and built it, is your answer to this problem. Whatever you do, don't miss this!

All Members of This Portrait Studio Staff Are Women

By Stanley N. Tess

(With five illustrations by courtesy of the Jean Cooney Studios)

● In the two decades following America's participation in the World War, the women of this country have proved their ability to excel in many fields of endeavor which were formerly held exclusively by men.

For some reason, professional photography has not attracted so many feminine workers as have other kinds of business. We have several outstanding camerawomen in the illustrative branch of the art, but the number who conduct their own portrait studios is comparatively limited.

Located at 3834 Wilshire Boulevard in Los Angeles is the Jean Cooney Studio, a studio which is rare among the rarest. It is staffed entirely by women! There are four members of the organization.

First, there are the two partners who own the business, Jean Cooney, whose name is given to the firm, and Armenia D. Smith. Next, I would like to tell the name of the camerawoman, none other than Mrs. Florence Evansmith, who is known around the world for her individual work. Mrs. Evansmith has received a total of fifty-one awards for her studies of infants and children.

The fourth of the ladies is Irma Eckhardt, who comes from the Harris & Ewing Studio, Washington, D. C. Miss Eckhardt is the receptionist, retoucher and color artist.

The goal of the Jean Cooney Studio is quality rather than quantity. They are in one of the most exclusive shopping dis-

tricts of the city, about midway between Los Angeles and Hollywood.

Portraits of children and women are the specialty of the studio, with the emphasis on child portraiture. Several of the proud papas and mamas of the cinema colony bring their offspring to the Jean Cooney Studio, and a studio must be outstanding



Unusual exterior of the Cooney Studio.



Reception room of the Cooney Studio, looking toward the entrance. Notice the light airy effect, as well as that of spaciousness, contributed to by the harmony of the wall covering with the Venetian blinds.

in order to please the movie folks. Persons who make their living in front of a camera are bound to be shrewd judges of photography.

The Jean Cooney Studio has already been nationally publicised as "The Studio That The Sweepstakes Built." Armenia D. Smith has an uncle in Ireland who gave her a ticket on an Irish Sweepstakes race which was called "The Cambridgeshire." Miss Smith gave her close friend, Jean Cooney, a half-interest in the ticket. That was in October, 1936.

The ticket turned out to be a winner! The fortunate friends topped their financial scoop by receiving from Ireland another ticket on a Sweepstakes race named "The Derby," a race which was run in May, 1937. This ticket proved to be a winner also! They had thus made Sweepstakes history by being the first and only ticket-holders to win in two successive Sweepstakes meets!

The winnings of the two ladies went in-

to the joint enterprise of the Jean Cooney Studio, which was opened to the public at its present location in May, 1937. Someone has said that the proper definition of "good luck" is "being prepared to take advantage of an opportunity." If one has not had adequate preparation, then all the favorable circumstances in the world won't produce lasting success.

There must be reasons why a studio born out of the winnings of two horse races is continuing to be successful, and those reasons are (1) experienced judgment and (2) hard work.

Jean Cooney was first associated with the portrait business in Chicago, where she did publicity work for the Moffett Studio, society photographers. Going next to Hollywood, in the time when Helen Chadwick, Shirley Mason, Mary Pickford and Anna Q. Nilsson were top box-office favorites, Miss Cooney was receptionist for Nelson Evans, who was then the leading Hollywood portrait photographer.

Leaving Hollywood, Jean Cooney worked for the Hartsook Studio in San Francisco as a publicist. Following her association with Hartsook she traveled in Europe for a year, after which she returned to California, where she did publicity and business administration for several leading portrait studios.

Comes now the present chapter, in which Jean Cooney engages in business as a partner of Armenia D. Smith, a close friend whom she met a number of years ago in Los Angeles. Miss Smith is a former Omaha society girl and a graduate of Nebraska State Normal School. She was



A view of the camera room.



The Cooney Studio nursery.

an enthusiastic amateur photographer prior to the founding of the Jean Cooney Studio. Miss Smith takes an active part in the venture, serving as studio hostess and assisting the photographer in the posing of child subjects.

And so we have sketched the outline of the Jean Cooney organization. Miss Smith is hostess. Miss Eckhardt works up the negatives and colors prints, also acting as receptionist when Miss Smith is working with the small guests. And at the camera is F. Evansmith, a woman who ranks high among the photographers of children.

Jean Cooney is doing exactly the same work of business administration and customer contact which she has followed for nearly twenty years. She does it now for a studio in which she owns a share.

The studio rooms have a width of twenty-four feet and an over-all depth of eighty feet. One big print is shown on an easel in each of the two show windows which flank the front entrance. The back-grounds of the show windows are snow-white venetian blinds. The plate glass panel of the front door is also covered by white venetian blinds.

While the writer knows but very little on the subject of interior decoration, he is reliably informed that the color-scheme of the studio is rose and sapphire-blue, a combination which looks cheerful in winter and cool in summer. The furniture is Colonial American and the studio hues are carried out in the design of the studio business stationery.

Directly behind the large reception room is a square-shaped camera room whose out-fittings are specially chosen for obtaining pictures of youngsters from six weeks of age on up.

There is a sleeping-crib which has one of its four sides removed, thus permitting

the camera to "look into" the crib with an unobstructed view. The crib is used for kiddies who are unable to sit up or are just learning to sit up.

For very small babies, there is a baby dressing-table on which the tiny subjects can lie at ease, the camera being tilted to such an angle that the finished print will give the idea that the baby was occupying a more upright position.

Temperatures of the camera room and other studio rooms are carefully regulated so as to be comfortable and healthful for the small visitors. For slightly older children, there is miniature furniture for interesting poses.

All negatives are made on panchromatic materials. The main camera light source is a bank of incandescents, with auxiliary incandescent floods and spot-lights.

The method of securing good pictures of very young babies is that of placing the baby in a comfortable reclining position, focusing the lens so that it will cover the normal depth of movements by the baby, and then waiting until the baby assumes a good pose of its own accord.

We all know that a healthy, contented and wide-awake baby makes various involuntary movements of its legs, arms and head. The moment that the infant gets a good expression and a good pose of its limbs, an instantaneous exposure is made.

On a balcony which extends over the darkrooms at the rear of the studio is a complete nursery and play-room, the walls of which are papered with nursery designs. Opening off the nursery are two tiny dressing rooms furnished in a way to appeal to the youngster of from three to twelve years.



The rear of the reception room; camera room behind the drapes.

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In a corner of the nursery is a toy tea table with a toy tea set. Many other toys are placed within easy reach of the juvenile models. Before going down to the camera room, the small sitter is allowed to spend several minutes at play, getting thoroughly acquainted with the studio and the camera operator. The spirit of play having been aroused, it is now easy to get the child to view the picture-taking as a fascinating part of the game.

Shy children are photographed right in the nursery. A mother who brings two or more children to the studio finds that the playroom solves the problem of how to amuse the remainder of the youngsters while one of them is being photographed.

The Jean Cooney Studio sponsors a photographic record plan which comprises a complete series of portraits of the child from the first few weeks through the seventh year. The first picture is taken at anywhere from six weeks to three months of age. The next one is taken at six months. Then comes the first birthday. A picture is made at eighteen months. Additional photographs are made on the second, third, fourth, fifth, sixth and seventh years, mak-



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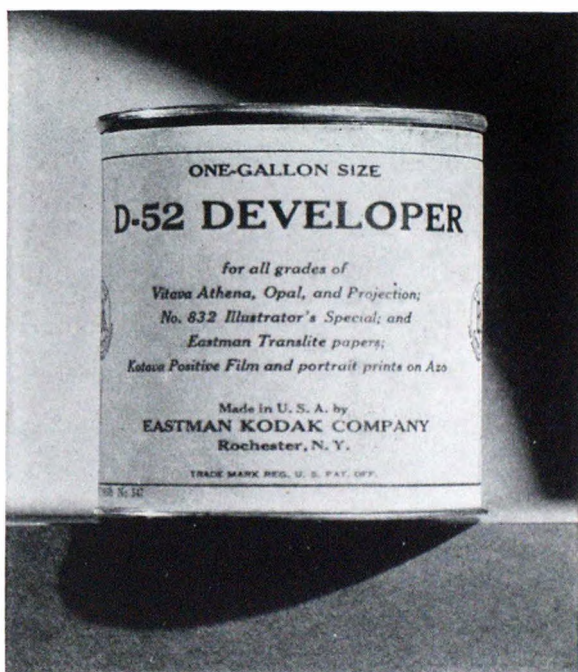
ing ten studies in all.

Of interest to the writer is the Cooney method of making contacts, involving personal calls at the homes of the socially prominent. The dates of weddings, anniversaries, birthdays and other events are learned. Photographs are suggested as a part of the observation of these affairs.

Miss Cooney also maintains friendly contacts with the society editors of the newspapers and is often prepared to tell editors about photographs which can be furnished for publication in the society pages. This public-relations job is a full-time one. It should be emphasized that proofs delivered by the studio are almost equal to finished work in the matter of retouching and are made on matte double-weight paper.

American Society of Photographers to Meet in Chicago

● The members of the American Society of Photographers, an organization of limited number to which membership is only available by invitation, and which was formed for the purpose of extending co-operation



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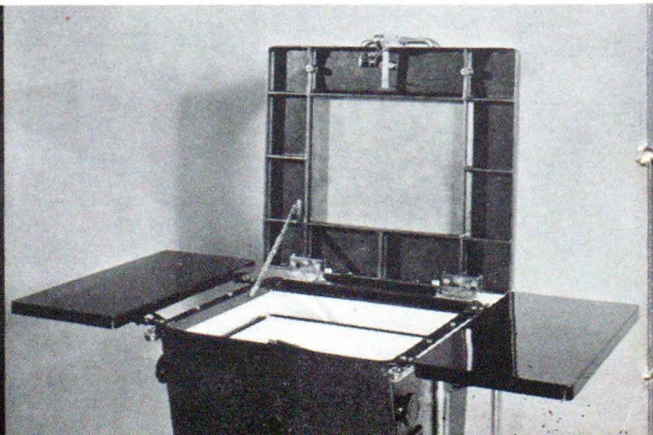
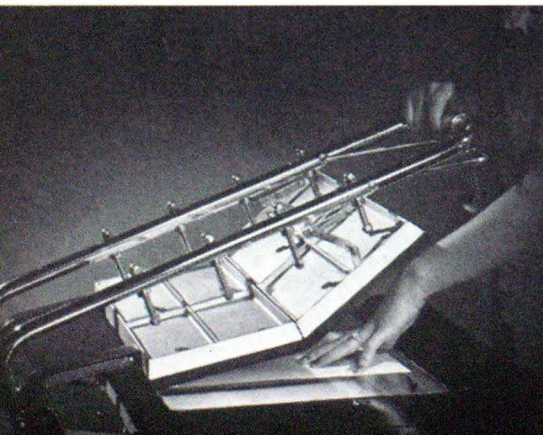


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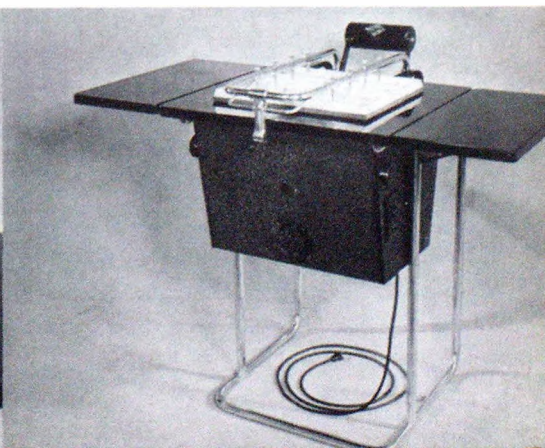
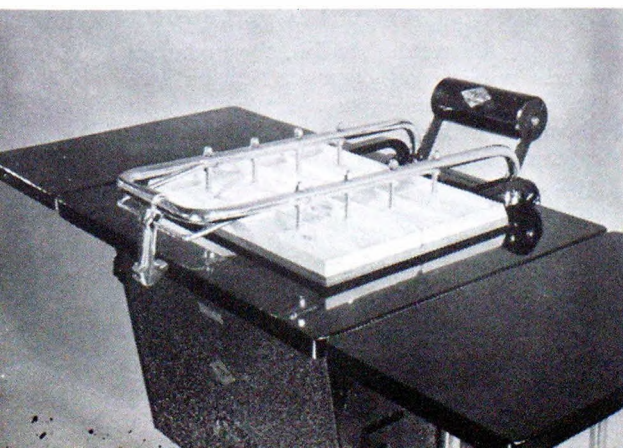
to visit the Agfa Ansco exhibit at the Professional Photographers Convention. There you will be greeted by friendly and familiar faces. You'll be made to feel at home.

In addition you'll be given a preview of several new products soon to be announced. A new professional printer—modern in looks and in operation—and a new DeLuxe Studio Outfit which combines beautiful workmanship and design with the utmost in utility value, will be on display.

And in addition you'll learn about Agfa's great new cut film, Triple S Pan—which brings to the professional photographer an adaption of Agfa's highest-speed films with an emulsion that has been especially balanced for portraiture, illustrative and commercial photography.

Made by Agfa Ansco Corporation in Binghamton, New York. Branches in Boston, New York, Cincinnati, Chicago, Jacksonville, Kansas City, San Francisco, and Los Angeles. In Canada, Agfa Ansco Ltd., Toronto, Ont.

The picture on the left was taken on Agfa's great new film, Triple S Pan. The pictures below illustrate the new 11 x 14" Professional Printer.



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See our listings in The Classified Directory in this issue

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M E D O

15 West 47th St., New York City

and assistance to The Photographers' Association of America, will hold its annual meeting and annual dinner in Private Dining Rooms 4 and 5 in the Hotel Stevens, on August 22. D. D. Spellman, Detroit, Mich., past president of The P. A. of A., is president of this society, and A. R. Buehman, Tucson, Ariz., present P. A. of A. Board member, is secretary.

Does Your State Plan a Meeting During the Convention?

● Because of the complexity of this year's convention program, and the greatly increased demands for space resulting from the program, the picture exhibit, the manufacturers' exhibit and other convention features, it has been impossible to arrange in advance for the special scheduling of any state meetings. However, if photographers from any state wish to get together, suitable arrangements will be made if they will advise the Executive Manager in the convention office, Private Dining Room 9 on the third floor of the Stevens. Space will be



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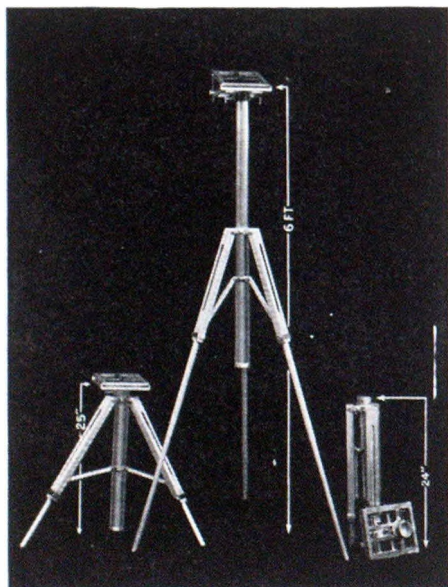


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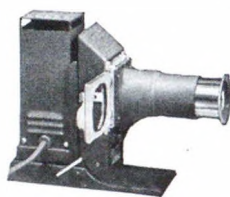
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made available and suitable notice can be given by announcements from the platforms in the various halls where the program is taking place.

File This Issue for Reference

● This issue of THE PROFESSIONAL PHOTOGRAPHER contains our Fourteenth Annual Directory of Manufacturers, Wholesalers and Importers, once again the largest and most comprehensive we have ever published. Comparing the Directory—the section printed in colored paper—with that of last year you will note many listings which have never appeared before. These were necessary to accommodate a large number of firms, some of which have never been represented before, while others have made their bow to the industry only during the past twelve months. This Directory, comprehensive though it is, does not pretend to include all the makers of photographic products or of frames and other allied products which photographers and photographic dealers buy or sell. To do that would require a book as large as this entire issue, for there are nearly a thousand such concerns. This Directory lists only the

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products of the firms which are advertising in this issue. The publishers maintain a list, probably one of the most complete in existence, of all firms making or selling the long list of things that photographers buy. If you do not find the product you want in this Directory, write THE PROFESSIONAL PHOTOGRAPHER and we will gladly supply the information. But file this issue away. Nothing similar is published and keeping it handy may save you considerable letter-writing during the twelve months to come.

Ask Your Local Paper to Publish This When You Leave for the Convention

There is nothing particularly newsworthy about going to the ordinary fraternal or "good-time" convention, but when individuals spend their good money and leave their businesses for the purpose of making themselves better able to satisfy their customers, that is news. If you are on good terms with your local paper, and especially if you supply the paper with photographs or do some

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occasional advertising, the chance is good that the editor will mention your leaving for the convention if you bring it to his attention. Mail this to the editor the day before you leave or better, if yours is not a large town, take it to him in person, changing it to suit your own ideas. In any event give him the information in writing, to be sure he will have the facts.

"Mr. John Blank, of the Blank Studio, 000 Blank Street, left today to attend the 51st annual convention of The Photographers' Association of America, which will take place in Chicago, Ill., from August 22 to 26. The convention is purely an educational affair and Mr. Blank is taking advantage of the opportunity it offers to learn the latest lightings, poses and styles in photographs, which will be demonstrated by noted American professional photographers from all parts of the country. It is expected that from 4,000 to 5,000 will attend. This is the annual 'get-together' of the entire profession and some 113 of the leading manufacturers of photographic products of all kinds will exhibit the latest advances in the field in what will be the greatest exhibit since Daguerre invented photography 99 years ago.

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Thayer & Chandler, 910 W. Van Buren St., Chicago, Ill. _____ Thayer & Chandler Lamp Black and Sepia.
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Peerless Color Laboratories, 11-13 Diamond Place, Rochester, N. Y. _____ Nicholson's Daylight.
- LANTERN SLIDE BOXES** (See Files for Lantern Slides)
- LANTERN SLIDE COLORS**
Peerless Color Laboratories, 11-13 Diamond Place, Rochester, N. Y. _____ Peerless Transparent; Imperial Transparent.
- LANTERN SLIDE MATS**
E. Leitz, Inc., 730 - 5th Ave., New York City _____ For 2"x2" Glass Slides.
George Murphy, Inc., 57 E. 9th St., New York City _____ Royal; McCormick; Olmsted.
- LENS CAPS**
Bausch & Lomb Optical Co., Rochester, N. Y. _____ Bausch & Lomb.
Burleigh Brooks, Inc., 127 W. 42nd St., New York City _____ Schneider.
Eastman Kodak Stores Co., 133 N. Wabash Ave., Chicago, Ill. _____ Cooke.
C. P. Goerz American Optical Co., 317 E. 34th St., New York City _____ Goerz.
George Murphy, Inc., 57 E. 9th St., New York City _____ Eagle.
Wollensak Optical Co., Rochester, N. Y. _____ Wollensak.
Carl Zeiss, Inc., 485 - 5th Ave., New York City _____ Zeiss.
- LENS SHADES**
Burleigh Brooks, Inc., 127 W. 42nd St., New York City _____ Schneider.
Eastman Kodak Co., Rochester, N. Y. _____ Eastman Adjustable Lens Hood.
C. P. Goerz American Optical Co., 317 E. 34th St., New York City _____ Goerz PanOrtho; Collapsible.
Halldorson Co., 4500 Ravenswood Ave., Chicago, Ill. _____ Halldorson.
E. Leitz, Inc., 730 - 5th Ave., New York City _____ Leica.
Hugo Meyer & Co., 39 W. 60th St., New York City _____ Worsching.
George Murphy, Inc., 57 E. 9th St., New York City _____ Royal; Shinn; Cornell.
Carl Zeiss, Inc., 485 - 5th Ave., New York City _____ Zeiss Sunshades.
- LENSES, AERIAL**
Bausch & Lomb Optical Co., Rochester, N. Y. _____ Metrogon; Aero Tessar.
Burleigh Brooks, Inc., 127 W. 42nd St., New York City _____ Schneider Aero Xenar.
Eastman Kodak Stores Co., 133 N. Wabash Ave., Chicago, Ill. _____ Cooke Aviar; Series XIV.
C. P. Goerz American Optical Co., 317 E. 34th St., New York City _____ Aerotar; Dogmar.
Medo Photo Supply Corp., 15 W. 47th St., New York City _____ Ross, Dallmeyer.
Hugo Meyer & Co., 39 W. 60th St., New York City _____ Meyer.
Wollensak Optical Co., Rochester, N. Y. _____ Ser. II Velostigmat.
Carl Zeiss, Inc., 485 - 5th Ave., New York City _____ Zeiss Tessars.
- LENSES, CONDENSING**
Bausch & Lomb Optical Co., Rochester, N. Y. _____ Bausch & Lomb.
Burleigh Brooks, Inc., 127 W. 42nd St., New York City _____ Schneider Componar.
Folmer Graflex Corporation, Rochester, N. Y. _____ 35mm Condensors.
C. P. Goerz American Optical Co., 317 E. 34th St., New York City _____ Goerz.
E. Leitz, Inc., 730 - 5th Ave., New York City _____ For Leitz Enlargers and Projectors.
Hugo Meyer & Co., 39 W. 60th St., New York City _____ Meyer.
Society for Visual Education, Inc., 327 S. La Salle St., Chicago, Ill. _____ for S.V.E. Projectors.
Wollensak Optical Co., Rochester, N. Y. _____ Wollensak.
- LENSES, CONVERTIBLE**
Bausch & Lomb Optical Co., Rochester, N. Y. _____ Protar VII; Protar VIIa.
Burleigh Brooks, Inc., 127 W. 42nd St., New York City _____ Schneider Symmar.
Eastman Kodak Stores Co., 133 N. Wabash Ave., Chicago, Ill. _____ Cooke Convertible.
C. P. Goerz American Optical Co., 317 E. 34th St., New York City _____ Dagor; Dogmar.
Hugo Meyer & Co., 39 W. 60th St., New York City _____ Meyer Plasmag; Euryplan; Double Anastigmat.
Willoughby's, Inc., 110 W. 32nd St., New York City _____ Voigtlander Collinear.
Wollensak Optical Co., Rochester, N. Y. _____ Ser. Ia Velostigmat.
Carl Zeiss, Inc., 485 - 5th Ave., New York City _____ Zeiss Protars.
- LENSES, ENLARGING**
Bausch & Lomb Optical Co., Rochester, N. Y. _____ B & L Tessar Iib; B & L Tessar Ic; Micro-Tessar; B & L Process Anastigmat.
Burleigh Brooks, Inc., 127 W. 42nd St., New York City _____ Schneider Componar.
Eastman Kodak Stores Co., 133 N. Wabash Ave., Chicago, Ill. _____ Cooke Process.
C. P. Goerz American Optical Co., 317 E. 34th St., New York City _____ Gotar; Artar; Dogmar.
Hugo Meyer & Co., 39 W. 60th St., New York City _____ Meyer Trioplan; Aristostigmat.
Wollensak Optical Co., Rochester, N. Y. _____ Ser. II Velostigmat; Verito; Enlarging Velostigmats.
Carl Zeiss, Inc., 485 - 5th Ave., New York City _____ Zeiss Dagor; Tessars.
- LENSES, EXTENSION**
Burleigh Brooks, Inc., 127 W. 42nd St., New York City _____ Schneider Xenon; Isco Supplementary.
Hugo Meyer & Co., 39 W. 60th St., New York City _____ Meyer.
Wollensak Optical Co., Rochester, N. Y. _____ Verito.
Carl Zeiss, Inc., 485 - 5th Ave., New York City _____ Distar, Proxar.
- LENSES, MOTION PICTURE**
Bausch & Lomb Optical Co., Rochester, N. Y. _____ Raytar; B&L Tessar Ic; Baltar.
Burleigh Brooks, Inc., 127 W. 42nd St., New York City _____ Schneider Xenar.
C. P. Goerz American Optical Co., 317 E. 34th St., New York City _____ Kino-Hypar; Cinegor.
E. Leitz, Inc., 730 - 5th Ave., New York City _____ Leitz Hektor; Hektor-Rapid; Dygon; Telyt.
Medo Photo Supply Corp., 15 W. 47th St., New York City _____ Dallmeyer.
Hugo Meyer & Co., 39 W. 60th St., New York City _____ Meyer Kino-Plasmag; Trioplan; Primoplan.
Willoughby's, Inc., 110 W. 32nd St., New York City _____ Voigtlander Cinematograph; Hellar.
Wollensak Optical Co., Rochester, N. Y. _____ Wollensak Cine Velostigmats; Cine Telephotos.
Carl Zeiss, Inc., 485 - 5th Ave., New York City _____ Zeiss Biotars; Tessars; Kino-Tessar.
- LENSES, PORTRAIT**
Bausch & Lomb Optical Co., Rochester, N. Y. _____ Sigmar; B&L Tessar; Plagistmat.
Burleigh Brooks, Inc., 127 W. 42nd St., New York City _____ Schneider Xenar.
Eastman Kodak Co., Rochester, N. Y. _____ Kodak Anastigmat; Kodak Astigmat F/4.5.
Eastman Kodak Stores Co., 133 N. Wabash Ave., Chicago, Ill. _____ Cooke Portric; Portrellie; Portronic; Aviar; Opic; Speedic; Pressic; Convertible.
C. P. Goerz American Optical Co., 317 E. 34th St., New York City _____ Dogmar.
Medo Photo Supply Corp., 15 W. 47th St., New York City _____ Ross; Dallmeyer.
Hugo Meyer & Co., 39 W. 60th St., New York City _____ Meyer.
Willoughby's, Inc., 110 W. 32nd St., New York City _____ Voigtlander Hellar; Skopar.
Wollensak Optical Co., Rochester, N. Y. _____ Ser. II Velostigmat; Verito.
Carl Zeiss, Inc., 485 - 5th Ave., New York City _____ Zeiss Tessars.
- LENSES, PROCESS**
Bausch & Lomb Optical Co., Rochester, N. Y. _____ B&L Process Anastigmat.
Eastman Kodak Stores Co., 133 N. Wabash Ave., Chicago, Ill. _____ Cooke Apochromatic; Process; Series XIV; Planital.
C. P. Goerz American Optical Co., 317 E. 34th St., New York City _____ Artar; Gotar.
Medo Photo Supply Corp., 15 W. 47th St., New York City _____ Ross Process Xpres.
Hugo Meyer & Co., 39 W. 60th St., New York City _____ Meyer Plasmag.
Wollensak Optical Co., Rochester, N. Y. _____ Velostigmat Process.
Carl Zeiss, Inc., 485 - 5th Ave., New York City _____ Apo-Tessar.
- LENSES, PROJECTOR**
Bausch & Lomb Optical Co., Rochester, N. Y. _____ Bausch & Lomb; Cinephor.
E. Leitz, Inc., 730 - 5th Ave., New York City _____ For Leitz Projectors.
Hugo Meyer & Co., 39 W. 60th St., New York City _____ Meyer Kinon.
Society for Visual Education, Inc., 327 S. LaSalle St., Chicago, Ill. _____ for S.V.E. Projectors.

LENSES, QUARTZ

Bausch & Lomb Optical Co., Rochester, N. Y. _____ Bausch & Lomb.

LENSES, SOFT FOCUS

Bausch & Lomb Optical Co., Rochester, N. Y. _____ Plastigmat.

Eastman Kodak Stores Co., 133 N. Wabash Ave., Chicago, Ill. _____ Cooke Portronic;

Portrelle; Portric.

E. Leitz, Inc., 730 - 5th Ave., New York City _____ Thambar F/2.2.

Willoughby's, Inc., 110 W. 32nd St., New York City _____ Voigtlander W-Z.

Wollensak Optical Co., Rochester, N. Y. _____ Verito.

LENSES, TELEPHOTO

Burleigh Brooks, Inc., 127 W. 42nd St., New York City _____ Schneider Tele-Xenar.

Eastman Kodak Stores Co., 133 N. Wabash Ave., Chicago, Ill. _____ Cooke Telic.

Folmer Graflex Corporation, Rochester, N. Y. _____ Dallmeyer.

C. P. Goerz American Optical Co., 317 E. 34th St., New York City _____ Telestar.

E. Leitz, Inc., 730 - 5th Ave., New York City _____ Leitz; Elmar; Hektor; Telyt.

Medo Photo Supply Corp., 15 W. 47th St., New York City _____ Ross; Dallmeyer.

Hugo Meyer & Co., 39 W. 60th St., New York City _____ Meyer Tele-Megor; Trioplan.

Willoughby's, Inc., 110 W. 32nd St., New York City _____ Voigtlander Tele-Dynor.

Wollensak Optical Co., Rochester, N. Y. _____ Wollensak Cine Telephoto.

Carl Zeiss, Inc., 485 - 5th Ave., New York City _____ Tele-Tessar, Kine-Tele-Tessar; Distar Attachment.

LENSES, USED

Burleigh Brooks, Inc., 127 W. 42nd St., New York City.

Eastman Kodak Stores Co., 133 N. Wabash Ave., Chicago, Ill.

Medo Photo Supply Corp., 15 W. 47th St., New York City.

Mid-West Photo Supply Co., 117 N. Wabash Ave., Chicago, Ill.

George Murphy, Inc., 57 E. 9th St., New York City.

Norman-Willets Co., 318 W. Washington St., Chicago, Ill.

Willoughby's, Inc., 110 W. 32nd St., New York City.

LENSES, WIDE ANGLE

Bausch & Lomb Optical Co., Rochester, N. Y. _____ Protar V.

Burleigh Brooks, Inc., 127 W. 42nd St., New York City _____ Schneider Angulon.

Eastman Kodak Stores Co., 133 N. Wabash Ave., Chicago, Ill. _____ Cooke Anglic.

Folmer Graflex Corporation, Rochester, N. Y. _____ For Speed Graphic Cameras.

C. P. Goerz American Optical Co., 317 E. 34th St., New York City _____ Super Dagor.

E. Leitz, Inc., 730 - 5th Ave., New York City _____ Elmar; Hektor.

Medo Photo Supply Corp., 15 W. 47th St., New York City _____ Ross.

Hugo Meyer & Co., 39 W. 60th St., New York City _____ Meyer F/6.3 Anastigmat.

Willoughby's, Inc., 110 W. 32nd St., New York City _____ Voigtlander Collinear.

Wollensak Optical Co., Rochester, N. Y. _____ Ser. III Velostigmat; Ser. IIIa Extreme Wide Angle.

Carl Zeiss, Inc., 485 - 5th Ave., New York City _____ Zeiss Protars, Dagor, Hypergon.

LINEN TESTERS (See Focusing Magnifiers)**MAGNESIUM FOR BLOW-LAMPS**

Mallinckrodt Chemical Works, 2nd & Mallinckrodt Sts., St. Louis, Mo. _____ Mallinckrodt.

James H. Smith & Sons Corporation, Lake & Colfax Sts., Griffith, Ind.

MAGNESIUM RIBBON

Mallinckrodt Chemical Works, 2nd & Mallinckrodt Sts., St. Louis, Mo. _____ Mallinckrodt.

MAILERS FOR PHOTOGRAPHS

Eastman Kodak Co., Taprell Loomis Division, 1727 S. Indiana Ave., Chicago, Ill. _____ Protecto.

Eastman Kodak Stores Co., 133 N. Wabash Ave., Chicago, Ill. _____ Majestic.

George Murphy, Inc., 57 E. 9th St., New York City _____ Woreno.

Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Norwil.

Winthrop-Atkins Co., Inc., Middleboro, Mass. _____ Photo Case and Leatherette Frame (with glass) type.

MARINE LIGHTS (See Outer Globes and Bulbs)**MASKS**

Burleigh Brooks, Inc., 127 W. 42nd St., New York City _____ Brooks Adjustable;

Eastman Kodak Co., Rochester, N. Y. _____ Brooks Metal Enlarging and Printing; Bee Bee for Miniatures.

E. Leitz, Inc., 730 - 5th Ave., New York City _____ Kodaloid Printing.

George Murphy, Inc., 57 E. 9th St., New York City _____ Leitz.

Pako Corporation, Minneapolis, Minn. _____ Noslip; Royal; Eagle.

Midget Masks for Pako Amateur Printers.

MAZDA LAMP EQUIPMENTS (See Incandescent Lamp Equipments)**MAZDA LAMPS, PHOTOGRAPHIC (See Incandescent Lamps, Photographic)****MICROFILM READING EQUIPMENT**

Folmer Graflex Corporation, Rochester, N. Y. _____ Argus Microfilm Reader.

MICROPHOTOGRAPHIC EQUIPMENT

Folmer Graflex Corporation, Rochester, N. Y. _____ Graflex Photorecord Microfilm Camera.

MICROSCOPES

Bausch & Lomb Optical Co., Rochester, N. Y. _____ Bausch & Lomb.

C. P. Goerz American Optical Co., 317 E. 34th St., New York City _____ Lomara; Ultra-Lomara.

E. Leitz, Inc., 730 - 5th Ave., New York City _____ Leitz.

Hugo Meyer & Co., 39 W. 60th St., New York City _____ Fuess.

Wollensak Optical Co., Rochester, N. Y. _____ Wollensak.

Carl Zeiss, Inc., 485 - 5th Ave., New York City _____ Zeiss.

MINIATURE CASES

Blum's Photo Arts, Inc., 1021 N. Wells St., Chicago, Ill.

MINIATURE ENLARGERS (See Enlarging Apparatus and Equipment)**MINIATURE FRAMES AND LOCKETS**

Blum's Photo Arts, Inc., 1021 N. Wells St., Chicago, Ill. _____ Zimmerman

F. Zimmerman Co., W. 110th St., & Berea Rd., Cleveland, Ohio _____ Wood Frames; Zimmerman Metal Frames.

MINIATURE SLIDE MOUNTS

Dufaycolor, Inc., 30 Rockefeller Plaza, New York City _____ Dufaycolor.

MINIATURES (PORTRAIT) FOR THE TRADE

D. E. Abbott & Co., 1406 Washington Ave., Huntington, W. Va.

Blum's Photo Arts, Inc., 1021 N. Wells St., Chicago, Ill.

Pictorial Art Studios, Inc., 2926 Broadway, Chicago, Ill.

Sprague-Hathaway Studios, West Somerville, Mass.

A. A. Stone Co., 1492 W. 117th St., Cleveland, Ohio

MINICAMS (See Cameras, Miniature)**MIRROR REFLECTORS**

James H. Smith & Sons Corporation, Lake & Colfax Sts., Griffith, Ind. _____ Victor.

MIRRORS, GLASS PARABOLIC

Bausch & Lomb Optical Co., Rochester, N. Y. _____ Precision; Commercial; Semi-Precision.

MIRRORS, SURFACE SILVERED

Bausch & Lomb Optical Co., Rochester, N. Y. _____ First Surface Mirrors.

MOTION PICTURE ACCESSORIES

Burleigh Brooks, Inc., 127 W. 42nd St., New York City _____ Bee Bee Motion Picture Rewind;

C. P. Goerz American Optical Co., 317 E. 34th St., New York City _____ Automatic Dissolve.

Effect Device; View Finders; Supplementary Lenses; Reflex Focusers; Focusing Microscopes; Goerz Trick and

Close-Up Extension Tubes; Faultless.

Hornstein Photo Sales, 29 E. Madison St., Chicago, Ill.

MOTION PICTURE LIGHTING EQUIPMENTS

Beattie's Hollywood Hi-Lite Co., Hollywood, Calif. _____ Rifles; Sun-Spots; Large Condenser

MOTION PICTURE SCREENS (See Screens, Projection)**MOULDINGS, PICTURE FRAME**

Sprague-Hathaway Studios, West Somerville, Mass.

F. Zimmerman Co., W. 110th St. & Berea Rd., Cleveland, Ohio

Zimmerman
Four Star; Zimmerman De Luxe.**MOUNTING DEVICES FOR USE IN ALBUMS**

Emby Photo & Film Machine Corp., 630 - 9th Ave., New York City

Photomarks.

MOUNTINGS, ART LEATHER (See also Frames, Art Leather; Photograph Cases)

Eastman Kodak Co., Taprell Loomis Division, 1727 S. Indiana Ave., Chicago, Ill.

Miles Kedex Co., 142 Water St., Leominster, Mass.

Winthrop-Atkins Co., Inc., Middleboro, Mass.

Lock Easel Mounts with Glass or Celluloid.

MOUNTS AND MOUNTINGS

Eastman Kodak Co., Taprell Loomis Division, 1727 S. Indiana Ave., Chicago, Ill.

Eastman Kodak Stores Co., 133 N. Wabash Ave., Chicago, Ill.

Gross Photo Supply Co., 1501-17 W. Bancroft St., Toledo, Ohio.

Miles Kedex Co., 142 Water St., Leominster, Mass.

George Murphy, Inc., 67 E. 9th St., New York City.

Winthrop-Atkins Co., Middleboro, Mass.

Folio Cases; Mounts with Glass.

MULTIPLYING BACKS (See Also Cameras, Multiple)

Eastman Kodak Co., Rochester, N. Y.

Century.

Folmer Graflex Corporation, Rochester, N. Y.

Century.

George Murphy, Inc., 57 E. 9th St., New York City

Eagle.

NEGATIVE FILE ENVELOPES

Eastman Kodak Stores Co., 133 N. Wabash Ave., Chicago, Ill.

NEGATIVE MARKERS

E. Leitz, Inc., 730 - 5th Ave., New York City

Leica Negative Viewer and Marker.

NEGATIVE VIEWERS (See Visualizers)**OIL COLORS**

Eastman Kodak Co., Rochester, N. Y.

Kodak Transparent.

Norman-Willets Co., 318 W. Washington St., Chicago, Ill.

Norwil.

Peerless Color Laboratories, 11-13 Diamond Place, Rochester, N. Y.

Peerless Transparent.

OIL PAINTINGS FOR THE TRADE

D. E. Abbott & Co., 1406 Washington Ave., Huntington, W. Va.

Blum's Photo Arts, Inc., 1021 N. Wells St., Chicago, Ill.

Sprague-Hathaway Studios, West Somerville, Mass.

ONE-MAN PHOTO-ENGRAVING PLANTS

Aurora School of Photo-Engraving, Aurora, Mo.

Tasope One-Man Plants.

OPAQUE

Eastman Kodak Co., Rochester, N. Y.

Eastman; Universal.

George Murphy, Inc., 57 E. 9th St., New York City

Gihon's.

Norman-Willets Co., 318 W. Washington St., Chicago, Ill.

Bartel's; Barlow's.

James H. Smith & Sons Corporation, Lake & Colfax Sts., Griffith, Ind.

Victor.

OUTER GLOBES AND BULBS

Burleigh Brooks, Inc., 127 W. 42nd St., New York City

Ruby; Amber; Green Panchromatic.

OVERHEAD LIGHTING EQUIPMENTS

Beattie's Hollywood Hi-Lite Co., Hollywood, Calif.

Beattie Boom-Lite.

Halldorson Co., 4500 Ravenswood Ave., Chicago, Ill.

Halldorson Variable Reflecting Lamp.

Johnson Ventlite Co., 4619 W. Harrison St., Chicago, Ill.

Overhead Indirect Flood Ventlites;

Ceiling Ventlites; Ventlite Completely Remote Controlled Boom Stands for Ventlite Spot Lights and Other Ventlite Reflectors.

Photogenic Machine Co., Youngstown, Ohio

Perkins Hi-Power Suspension Light;

Perkins Hi-Power Overhead Indirect Floodlites.

James H. Smith & Sons Corporation, Lake & Colfax Sts., Griffith, Ind.

Victor.

PADDLES, PRINT

Eastman Kodak Co., Rochester, N. Y.

Eastman.

PALLADIUM SALTS

Baker & Co., Inc., 113 Astor St., Newark, N. J.

PAPER HINGES (See Hinges for Prints)**PAPERS, DIRECT POSITIVE**

Eastman Kodak Co., Rochester, N. Y.

Eastman.

Gevaert Company of America, Inc., The, 423 W. 55th St., New York City

Gevaert

Positive Reversal Waterproof.

PAPERS, PHOTO-COPY

Haloid Co., Rochester, N. Y.

Haloid Record.

Rectigraph Division of the Haloid Company, Rochester, N. Y.

Rectigraph Simplex;

Duplex; Rectiloid.

PAPERS, RAW STOCK

Gevaert Company of America, Inc., The, 423 W. 55th St., New York City

Gevaert Baryta.

PAPERS, SENSITIZED PHOTOGRAPHIC

Agfa Ansco Corporation, Binghamton, N. Y.

Convira; Nokoline; Professional Cyko;

Indiatone Portrait Enlarging; Brovira; Agfa Projection Proof; Ansco Proof.

Eastman Kodak Co., Rochester, N. Y.

Vitava Athena; Vitava Opal; Vitava Projection;

Azo; Ad-Type; Velox; Velox Rapid; Kodabrom; P. M. C. Bromide; Eastman News Bromide; Trans-

lite Enlarging; Solar Bromide; Line Solar Bromide; Insurance Bromide; Kodaline Bromide; Direct

Positive; Illustrators' Special; Portrait Proofing; Gelatine Proof.

Gevaert Company of America, Inc., The, 423 W. 55th St., New York City

Ronix; Gevaluxe Velours;

Artone Rapid; Artex; Novatone Rapid; Transparex; Novabrom; Novaflex; Larjex; Novagas.

Haloid Co., Rochester, N. Y.

Industro; Nomis; Outline Special; Projecto; Press

Bromide; Art Proof; Lithaloid.

Medo Photo Supply Corp., 15 W. 47th St., New York City

Wellington;

Illingworth; Seltone.

Ilford.

Norman-Willets Co., 318 W. Washington St., Chicago, Ill.

PAPERS, SENSITIZED TRANSPARENT

Eastman Kodak Co., Rochester, N. Y.

Translite Enlarging.

Gevaert Company of America, Inc., The, 423 W. 55th St., New York City

Transparex.

PENCILS FOR SIGNING PRINTS

Burleigh Brooks, Inc., 127 W. 42nd St., New York City

White; Gold; Silver.

PERISCOPES

Burleigh Brooks, Inc., 127 W. 42nd St., New York City

Lios.

PHOTO-CASES (See Photograph Cases)**PHOTO-CLOTH (See Cloth Backing for Photographs)****PHOTO-COPYING MACHINES**

Emby Photo & Film Machine Corp., 630 - 9th Ave., New York City

Meteor Copy Machine.

Rectigraph Division of The Haloid Company, Rochester, N. Y.

Commercial

Rectigraph, Rectigraph Daylight Duplex Photo-Recording Machine.

PHOTO-ENGRAVING EQUIPMENT

Aurora School of Photo-Engraving, Aurora, Mo.

Tasope Photo-Engraving Cameras;

Pressure and Vacuum Printing Frames; Printing Lamps; Etching Machines; Routers; Plate

Whirlers; Squaring and Retouching Tables.

Norman-Willets Co., 318 W. Washington St., Chicago, Ill.

"Precision" Engraving

Plants—complete outfits.

PHOTO-ENGRAVING PRISMS

Bausch & Lomb Optical Co., Rochester, N. Y.

Bausch & Lomb.

Burleigh Brooks, Inc., 127 W. 42nd St., New York City

Schneider.

Eastman Kodak Stores Co., 133 N. Wabash Ave., Chicago, Ill.

Cooke.

C. P. Goetz American Optical Co., 317 E. 34th St., New York City

Goetz.

- Wollensak Optical Co., Rochester, N. Y. _____ Wollensak.
 Carl Zeiss, Inc., 485 - 5th Ave., New York City _____ Zeiss.
- PHOTO-ENGRAVING, SCHOOLS OF**
 Aurora School of Photo-Engraving, Aurora, Mo.
- PHOTOFLASH LAMP EQUIPMENTS**
 Beattie's Hollywood Hi-Lite Co., Hollywood, Calif. _____ News-Reel Floodlites.
 Erler Photo Equipment, 10915 Edgewater Drive, Cleveland, Ohio _____ Erlerlites.
 Halldorson Co., 4500 Ravenswood Ave., Chicago, Ill. _____ Halldorson Banquet Photoflash
 Reflectors; Photoflash Switch.
 Johnson Ventlite Co., 4619 W. Harrison St., Chicago, Ill. _____ Photoflash-Photoflood Ventlites;
 Professional Photoflash-Photoflood Ventlite Reflectors; Stands; Cords; Hangers; Brackets.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Norwil Triple-Flash;
 Norwil Home-Flash; Norwil Hand-Flash.
 Photogenic Machine Co., Youngstown, Ohio _____ Perkins Hi-Power No. 4 Photoflood Lite-Twin;
 Perkins Hi-Power Quad No. 4 Photoflood Lite; Perkins Hi-Power No. 1 Photoflood Lite.
 James H. Smith & Sons Corporation, Lake & Colfax Sts., Griffith, Ind. _____ Victor.
 Sun Ray Photo Co., Inc., 138-40 Centre St., New York City _____ Sun-Ray Reflectors.
- PHOTOFLASH LAMPS**
 General Electric Co., Nela Park, Cleveland, Ohio _____ G-E Mazda Nos. 7, 10, 15, 20, 75, Etc.
 Wabash Photolamp Corporation, 335 Carroll St., Brooklyn, N. Y. _____ Superflash Nos. 0, 1,
 2, 3 and Special Press 40,000 flash bulbs.
- PHOTOFLOOD AND SIMILAR LAMPS (See Incandescent Lamps, Photographic)**
- PHOTOGRAPH CASES**
 Art Publishing Co., 2509 W. Cermak Rd., Chicago, Ill. _____ Mail Photo Frames All Popular Sizes
 in Individual Mailables.
 Eastman Kodak Co., Taprell Loomis Division, 1727 S. Indiana Ave., Chicago, Ill.
 Miles Kedex Co., 142 Water St., Leominster, Mass.
 Winthrop-Atkins Co., Inc., Middleboro, Mass. _____ Lock Easel and Folio "Book" Type.
- PHOTOGRAPHIC SUPPLIES, WHOLESALE AND RETAIL**
 Burleigh Brooks, Inc., 127 W. 42nd St., New York City.
 Eastman Kodak Stores Co., 133 N. Wabash Ave., Chicago, Ill.
 Medo Photo Supply Corp., 15 W. 47th St., New York City.
 Mid-West Photo Supply Co., 117 N. Wabash Ave., Chicago, Ill.
 George Murphy, Inc., 57 E. 9th St., New York City.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill.
 Willoughby's, Inc., 110 W. 32nd St., New York City.
- PHOTOGRAPHIC SUPPLIES, WHOLESALE ONLY**
 Hornstein Photo Sales, 29 E. Madison St., Chicago, Ill.
- PHOTOGRAPHY, SCHOOLS OF**
 Beattie's Hollywood Hi-Lite Co., Hollywood, Calif. _____ Residence and Correspondence
 Courses in Portrait Lighting.
 Winona School of Photography, 520 Caxton Bldg., Cleveland, Ohio _____ Residence
 Summer Courses in Portrait and Commercial Photography at Winona Lake, Ind. (An activity of
 The Photographers' Association of America).
- PHOTO-MICRO COPYING EQUIPMENT (See Cameras, Copying)**
- PHOTO-MICROGRAPHIC ACCESSORIES**
 Bausch & Lomb Optical Co., Rochester, N. Y. _____ Euscope; Micro-Tessars; Ultra-Violet Optics.
 E. Leitz, Inc., 730 - 5th Ave., New York City _____ Micro Adapter; Micro Ibsor Attachment for Leica.
 Hugo Meyer & Co., 89 W. 60th St., New York City _____ Meyer Accessories.
 Carl Zeiss, Inc., 485 - 5th Ave., New York City _____ Miflex Attachment for Contax.
- PHOTO-PRINT MACHINERY (See Photo-Copying Machines)**
- PICTURE FRAME MOULDINGS (See Mouldings, Picture Frame)**
- PLAQUES**
 Decorative Background Co., Inc., 4314-18 W. 25th Place, Chicago-Cicero, Ill.
- PLATE HOLDERS**
 Agfa Ansco Corporation, Binghamton, N. Y. _____ Agfa Ansco.
 Eastman Kodak Co., Rochester, N. Y. _____ Eastman; Sterling.
 Folmer Graflex Corporation, Rochester, N. Y. _____ Century; Sterling; Lantern Slide; Graflex; Graphic.
- PLATES, COLOR**
 Agfa Ansco Corporation, Binghamton, N. Y. _____ Agfacolor Ultra.
 George Murphy, Inc., 57 E. 9th St., New York City _____ Finlay.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Ilford.
- PLATES, FOR PHOTO-MECHANICAL PROCESSES**
 Eastman Kodak Co., Rochester, N. Y. _____ Kodalith Orthochromatic; Wratten Panchromatic;
 Wratten C.T.C. Panchromatic; Wratten Process Panchromatic; Wratten Hypersensitive Panchro-
 matic; Eastman Process.
 Gevaert Company of America, Inc., The, 423 W. 55th St., New York City _____ Gevaert Process
 Extra A. H.; Process; Rapid Panchro A. H.; Normal Panchro A. H.; Normal A. H.
 Hammer Dry Plate & Film Co., 3547 Ohio Ave., St. Louis, Mo. _____ Hammer Process;
 Super-Process; Offset.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Ilford Thin-Film Half-tone
 Panchromatic; Rapid Process Panchromatic; Soft Gradation Panchromatic; Special Rapid Pan-
 chromatic; Hypersensitive Panchromatic.
- PLATES, LANTERN SLIDE**
 Eastman Kodak Co., Rochester, N. Y. _____ Eastman Soft; Medium; Contrast A. H.
 Gevaert Company of America, Inc., The, 423 W. 55th St., New York City _____ Gevaert
 Warm Tone; Black Tone.
 Hammer Dry Plate & Film Co., 3547 Ohio Ave., St. Louis, Mo. _____ Regular, Slow and
 Contrast Lantern Slides.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Ilford Alpha.
- PLATES, OPAL**
 Hammer Dry Plate & Film Co., 3547 Ohio Ave., St. Louis, Mo. _____ Hammer.
- PLATES, PHOTOGRAPHIC DRY**
 Eastman Kodak Co., Rochester, N. Y. _____ Eastman 40; Universal; Eastman 33; Eastman 50; D. C.
 Ortho; S. C. Ortho; Polychrome; Commercial; Ortho Press; Process; Postcard; Wratten Hyper-
 sensitive Panchromatic; Wratten Panchromatic; Wratten Process Panchromatic; Wratten M;
 Wratten Metallographic.
 Gevaert Company of America, Inc., The, 423 W. 55th St., New York City _____ Gevaert Super
 Press A. H.; Superchromosa A. H.; Sensima Ortho; Studio; Ortho Process; Process Extra A. H.;
 Process; Rapid Panchro A. H.; Normal Panchro A. H.; Normal A. H.
 Hammer Dry Plate & Film Co., 3547 Ohio Ave., St. Louis, Mo. _____ Hammer Extra Fast Blue
 Label; Special Red Label; Super-Sensitive Ortho; Super Press; Postal; Medium Commercial; Me-
 dum Commercial Ortho; Slow; Slow Ortho; Transparency; Process, Super-Process; Offset.
 Medo Photo Supply Corp., 15 W. 47th St., New York City _____ Illingworth.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Ilford Rapid Process Panchromatic;
 Thin-Film Half-tone Panchromatic; Soft Gradation Panchromatic; Special Rapid Panchromatic;
 Hypersensitive Panchromatic; Infra-Red.
- PLATES, X-RAY**
 Eastman Kodak Co., Rochester, N. Y. _____ Eastman.
- PLATINUM SALTS**
 Baker & Co., Inc., 113 Astor St., Newark, N. J.
- POLARIZATION SCREENS**
 Burleigh Brooks, Inc., 127 W. 42nd St., New York City _____ Herotar Screens.

POSING BENCHES

Decorative Background Co., Inc., 4814-18 W. 25th Place, Chicago-Cicero, Ill. _____ 3-in-1 Modern.
 Ross L. Fitch Studio, 46 E. Cross St., Ypsilanti, Mich. _____ Benches and Studio
 Furniture Built to Order.

PRIMERS FOR FLASH LAMPS (See Flash Primers)**PRINT DEVELOPING MACHINES**

Pako Corporation, Minneapolis, Minn. _____ Pakodoper.

PRINT DRYERS

Eastman Kodak Co., Rochester, N. Y. _____ Eastman Professional; Eastman Commercial.
 Emby Photo & Film Machine Corp., 630 - 9th Ave., New York City _____ Meteor Glossy.
 George Murphy, Inc., 57 E. 9th St., New York City _____ Eagle.
 Pako Corporation, Minneapolis, Minn. _____ Electrogloss; Economy; Pako Liberty.
 Willoughby's, Inc., 110 W. 32nd St., New York City _____ Willo Drying Press.

PRINT FIXING AND WASHING MACHINES

Emby Photo & Film Machine Corp., 630 - 9th Ave., New York City _____ Meteor Rocking Tables.
 Pako Corporation, Minneapolis, Minn. _____ Pako Printmachine; Pako Gang Rocker; Pako Rocker System.

PRINT FLATTENERS AND STRAIGHTENERS

Eastman Kodak Co., Rochester, N. Y. _____ Eastman Print Straightener.
 Pako Corporation, Minneapolis, Minn. _____ Pako Print Flattener.
 Raygram Corporation, 425 - 4th Ave., New York City _____ Raygram Handi Print Straightener.

PRINT FLATTENING SOLUTIONS

George Murphy, Inc., 57 E. 9th St., New York City _____ Photo Flat.

PRINT ROLLERS (See Squeegees, Hand)**PRINT TRIMMERS**

Alfa Machine Co., Inc., 1305 N. 4th St., Milwaukee, Wis. _____ Alfa All-Steel Hand
 Cutters; Electric Trimmers; Floor Stand Trimmers.
 Besbee Products Corp., Trenton, N. J. _____ Besbee Paper Trimmer.
 Burleigh Brooks, Inc., 127 W. 42nd St., New York City _____ Brooks Metal; Brooks Deckel Edge.
 Eastman Kodak Co., Rochester, N. Y. _____ Eastman Metal; Eastko.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Norwil.
 Renard-Dunbar Co., 4541 Ravenswood Ave., Chicago, Ill. _____

PRINT WASHERS

Eastman Kodak Co., Rochester, N. Y. _____ Kodak; Automatic Tray Siphon.
 Emby Photo & Film Machine Corp., 630 - 9th Ave., New York City _____ Meteor.
 Halldorson Co., 4500 Ravenswood Ave., Chicago, Ill. _____ Halldorson Centrifugal.
 Lenz Washer Co., Lebanon, Mo. _____ Lenz Rotary; Lenz Centripetal.
 George Murphy, Inc., 57 E. 9th St., New York City _____ No. 1 Royal.
 Pako Corporation, Minneapolis, Minn. _____ Pako; Globe.
 Superior Specialty Co., Inc., 811 - 12th St., N. W., Canton, Ohio _____ Superior.

PRINTERS, AMATEUR

Agfa Ansco Corporation, Binghamton, N. Y. _____ 5x7 Printer.
 Dufaycolor, Inc., 30 Rockefeller Plaza, New York City _____ Curtis Dufaycolor.
 Eastman Kodak Co., Rochester, N. Y. _____ Kodak Amateur.
 Folmer Graflex Corporation, Rochester, N. Y. _____ Graflex Enlarger or Printer.
 Hornstein Photo Sales, 29 E. Madison St., Chicago, Ill. _____ Economy.
 E. Leitz, Inc., 730 - 5th Ave., New York City _____ 35mm Film Slide Printing Apparatus.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Norwil.
 Pako Corporation, Minneapolis, Minn. _____ Pako Model B; Pako Junior.

PRINTERS, AUTOMATIC AND SEMI-AUTOMATIC

Eastman Kodak Co., Rochester, N. Y. _____ Kodak Automatic; Velox Rapid.
 Emby Photo & Film Machine Corp., 630 - 9th Ave., New York City _____ Homrich Photo
 Cell Printer; Durkopp Self-Timing Photo Meter Printer.

PRINTERS, PROFESSIONAL

Agfa Ansco Corporation, Binghamton, N. Y. _____ 8x10 Professional; 11x14 Professional.
 Eastman Kodak Co., Rochester, N. Y. _____ Eastman Studio; Eastman No. 2; Eastman No. 5
 Emby Photo & Film Machine Corp., 630 - 9th Ave., New York City _____ Homrich Photo Cell
 Printer; Durkopp Self-Timing Photo Meter Printer.
 Folmer Graflex Corporation, Rochester, N. Y. _____ Crown.
 Pako Corporation, Minneapolis, Minn. _____ Pako De Luxe; Pako Professional No. 2.

PRINTERS, PROJECTION (See Enlarging Apparatus and Equipment)**PRINT-IN BACKGROUNDS**

Ross L. Fitch Studio, 46 E. Cross St., Ypsilanti, Mich. _____ Fitch Print-In Film Grounds.
 George Murphy, Inc., 57 E. 9th St., New York City _____ Eagle.

PRINTING FRAMES

Agfa Ansco Corporation, Binghamton, N. Y. _____ Ansco.
 Eastman Kodak Co., Rochester, N. Y. _____ Eastman; Eastman Heavy Weight.
 Folmer Graflex Corporation, Rochester, N. Y. _____ Century.
 Renard-Dunbar Co., 4541 Ravenswood Ave., Chicago, Ill. _____

PRINTING MASKS (See Masks)**PRISMS FOR PHOTO-ENGRAVING (See Photo-Engraving Prisms)****PROJECTION EQUIPMENT (See Enlarging Apparatus and Equipment; Lenses, Enlarging)****PROJECTOR CASES**

Mirotext Products, 6241 Southwood Ave., St. Louis, Mo. _____ Art Leather, for Eastman E.
 EE and G Projectors.

PROJECTORS

Bausch & Lomb Optical Co., Rochester, N. Y. _____ Balopticons; Micro-Opaque; Lantern Slide.
 Eastman Kodak Co., Rochester, N. Y. _____ Kodascope; Sound Kodascope.
 Eastman Kodak Stores Co., 133 N. Wabash Ave., Chicago, Ill. _____ S.V.E., E.K. Model.
 E. Leitz, Inc., 730 - 5th Ave., New York City _____ Leitz.
 Society for Visual Education, Inc., 327 S. La Salle St., Chicago, Ill. _____ Picturol; Tri-Purpose.

PROJECTORS, BACKGROUND

Beattie's Hollywood Hi-Lite Co., Hollywood, Calif. _____ Marguerite Hi-Lite with Shadoleaf Transparencies.
 Photogenic Machine Co., Youngstown, Ohio. _____

PROJECTORS, LAMPS FOR

General Electric Co., Nela Park, Cleveland, Ohio _____ G-E Mazda Projection and Stere-
 opticon Lamps: 50-watt T-8; 100-watt T-8; 200-watt T-8 and T-10; 300-watt T-10; 500-watt T-10 and
 T-20; 750-watt T-12; 1000-watt T-12 and T-20; 1500-watt T-20; 2100-watt T-24.
 Radiant Lamp Corporation, Sherman Ave. and Clifton St., Newark, N. J. _____ Complete
 Line of Precision Lamps for All Types Projectors.

PROOFING MACHINES

Photogenic Machine Co., Youngstown, Ohio _____ Perkins Hi-Power.

QUICK-FINISH CAMERAS (See Cameras, Tintype)**RANGE FINDERS**

Folmer Graflex Corporation, Rochester, N. Y. _____ Magnascope.
 E. Leitz, Inc., 730 - 5th Ave., New York City _____ Leitz.
 Hugo Meyer & Co., 39 W. 60th St., New York City _____ Meyer.
 Willoughby's, Inc., 110 W. 32nd St., New York City _____ Dist Meter.
 Carl Zeiss, Inc., 485 - 5th Ave., New York City _____ Contameter.

RAY FILTERS (See Color Filters)**READING GLASSES**

Bausch & Lomb Optical Co., Rochester, N. Y. _____ Bausch & Lomb.
 Eastman Kodak Co., Rochester, N. Y. _____ Eastman.
 E. Leitz, Inc., 730 - 5th Ave., New York City _____ Leitz.
 Hugo Meyer & Co., 39 W. 60th St., New York City _____ Meyer.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Norwil.
 Willoughby's, Inc., 110 W. 32nd St., New York City _____ Voigtlander.

REDUCING BACKS

Agfa Ansco Corporation, Binghamton, N. Y. _____ Agfa for Ansco Cameras.
 Eastman Kodak Co., Rochester, N. Y. _____ For Eastman View Cameras.
 Folmer Graflex Corporation, Rochester, N. Y. _____ Reversible.

REDUCING GLASSES

Bausch & Lomb Optical Co., Rochester, N. Y. _____ Bausch & Lomb.
 C. P. Goerz American Optical Co., 317 E. 34th St., New York City _____ Goerz.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Norwil.
 Willoughby's, Inc., 110 W. 32nd St., New York City _____ Voigtlander.
 Wollensak Optical Co., Rochester, N. Y. _____ Wollensak.

REFLECTION ELIMINATORS (See Polarization Screens)

REFLECTORS FOR PHOTOFLASH AND INCANDESCENT LAMPS

Beattie's Hollywood Hi-Lite Co., Hollywood, Calif. _____ News Reel Floodlites.
 Burleigh Brooks, Inc., 127 W. 42nd St., New York City _____ Brooks.
 Eastman Kodak Stores Co., 133 N. Wabash Ave., Chicago, Ill. _____ Majestic.
 Ertler Photo Equipment, 10915 Edgewater Drive, Cleveland, Ohio _____ Ertlerlites.
 Halldorson Co., 4500 Ravenswood Ave., Chicago, Ill. _____ Halldorson Banquet.
 Johnson Ventile Co., 4619 W. Harrison St., Chicago, Ill. _____ Professional Photoflash.
 Photoflood Ventile Reflectors; Ventile Battery Fired Photoflash Reflector; Polished Parabola Photoflood-Photoflash Reflector.
 Mirotex Products, 6241 Southwood Ave., St. Louis, Mo. _____ Mirotex Slip-On.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Norwil Triple-Flash; Norwil Home-Flash; Norwil Hand-Flash.
 Photogenic Machine Co., Youngstown, Ohio _____ Hi-Power No. 2 Photoflood.
 Photos H. Smith & Sons Corporation, Lake & Colfax Sts., Griffith, Ind. _____ Victor.
 Sun Ray Photo Co., Inc., 138-40 Centre St., New York City _____ Sun Ray.

REFLECTORS, STUDIO (See Also Mirror Reflectors)

Beattie's Hollywood Hi-Lite Co., Hollywood, Calif. _____ Hollywood Brite-Lite.
 Eastman Kodak Co., Rochester, N. Y. _____ Eastman Home Portrait; Eastman Studio.
 Halldorson Co., 4500 Ravenswood Ave., Chicago, Ill. _____ Halldorson Home Portrait.
 Photogenic Machine Co., Youngstown, Ohio _____ Perkins Hi-Power Silfoil.
 James H. Smith & Sons Corporation, Lake & Colfax Sts., Griffith, Ind. _____ Victor.

REPAIRING OF CAMERAS AND APPARATUS

Agfa Ansco Corporation, Binghamton, N. Y. _____ Agfa Ansco Makes Only.
 Burleigh Brooks, Inc., 127 W. 42nd St., New York City _____ Imported Makes.
 Eastman Kodak Co., Rochester, N. Y. _____ Eastman Makes Only.
 Eastman Kodak Stores Co., 133 N. Wabash Ave., Chicago, Ill. _____ All Makes.
 Folmer Graflex Corporation, Rochester, N. Y. _____ Graflex, Graphic, Century, Crown, Cirkut and Folmer Equipment Only.
 E. Leitz, Inc., 730 - 5th Ave., New York City _____ Leica Cameras and Equipment Only.
 Medo Photo Supply Corp., 15 W. 47th St., New York City _____ All Makes.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ All Makes.
 Willoughby's, Inc., 110 W. 32nd St., New York City _____ All Makes.
 Carl Zeiss, Inc., 485 - 5th Ave., New York City _____ Zeiss Makes Only.

REPEATING BACKS

George Murphy, Inc., 57 E. 9th St., New York City _____ Autotype.

RETOUCHING AND SPOTTING MATERIALS

Agfa Ansco Corporation, Binghamton, N. Y. _____ New-Coccine Dodging Medium.
 Eastman Kodak Co., Rochester, N. Y. _____ Eastman Etching Knife; Retouching Fluid; Spotting Colors; India Ink; Spotting Brushes.
 Hammer Dry Plate & Film Co., 3547 Ohio Ave., St. Louis, Mo. _____ Hammer Retouching Varnish.
 Peerless Color Laboratories, 11-13 Diamond Place, Rochester, N. Y. _____ Peerless Opaque Water Colors.
 James H. Smith & Sons Corporation, Lake & Colfax Sts., Griffith, Ind. _____ Victor Spotting Colors.
 Thayer & Chandler, 910 W. Van Buren St., Chicago, Ill. _____ Lamp Black.

RETOUCHING EQUIPMENT

Burleigh Brooks, Inc., 127 W. 42nd St., New York City _____ Bee Bee Retouching Magnifier.
 Eastman Kodak Co., Rochester, N. Y. _____ R.O.C. Retouching Desk; Century Folding Retouching Frame.
 Folmer Graflex Corporation, Rochester, N. Y. _____ Graflex Enlarg-or Printer; Century Retouching Frame; R.O.C. Retouching Desk.

ROUND CORNERING MACHINES

Eastman Kodak Co., Rochester, N. Y. _____ Eastko Corner Cutter.

RUBBER MATS

David C. Brown Co., 403 Baltimore Ave., W., Detroit, Mich.

RUBBER, VULCANIZED LIQUID

David C. Brown Co., 403 Baltimore Ave., W., Detroit, Mich. _____ Photo Flex.

SAFELIGHTS

Agfa Ansco Corporation, Binghamton, N. Y. _____ Agfa Safelight Glasses: Nos. 103, 104, 105, 107, 108.
 Eastman Kodak Co., Rochester, N. Y. _____ Wratten; Kodak; Eastman; Brownie; Indirect Light Boxes.

SCALES

Eastman Kodak Co., Rochester, N. Y. _____ Eastman Studio.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Norwil.

SCHOOL GROUP ASSEMBLIES FOR THE TRADE

A. A. Stone Co., 1492 W. 117th St., Cleveland, Ohio.

SCREENS, MOTION PICTURE (See Screens, Projection)

SCREENS, PROJECTION

Mirotex Products, 6241 Southwood Ave., St. Louis, Mo. _____ Mirotex Box; Streamliner and Mirotex Table Types; Hanging and Wall Types; for Color and Black-and-White.
 Society for Visual Education, Inc., 327 S. La Salle St., Chicago, Ill. _____ Glowwhite.

SECOND-HAND ARTICLES (See Apparatus and Equipment, Used; Cameras, Used; Lenses, Used; Used Articles Bought, Sold and Exchanged)

SEPIA TONERS (See Toners)

SHUTTER BACKS

Michigan Photo Shutter Co., 170 W. Water St., Kalamazoo, Mich. _____ Packard-Ideal Automatic.

SHUTTER RELEASES

Agfa Ansco Corporation, Binghamton, N. Y. _____ Cable.
 Burleigh Brooks, Inc., 127 W. 42nd St., New York City _____ Luc; Livo; Flexible Cable.
 E. Leitz, Inc., 730 - 5th Ave., New York City _____ Leica Wire Cable.
 George Murphy, Inc., 57 E. 9th St., New York City _____ Antinous Cable.
 James H. Smith & Sons Corporation, Lake & Colfax Sts., Griffith, Ind. _____ Flash Synchronizing.
 Wollensak Optical Co., Rochester, N. Y. _____ Wollensak Wire.

SHUTTER REPAIRING

Michigan Photo Shutter Co., 170 W. Water St., Kalamazoo, Mich. _____ Packard Shutters Only.
 Wollensak Optical Co., Rochester, N. Y. _____ Wollensak Makes Only.

SHUTTERS

Bausch & Lomb Optical Co., Rochester, N. Y. _____ Compound; Compur.
 Burleigh Brooks, Inc., 127 W. 42nd St., New York City _____ Luc-Before-the-Lens;
 C. P. Goerz American Optical Co., 317 E. 34th St., New York City _____ Luc-Behind-the-Lens; Brooks Focal-Plane.
 E. Leitz, Inc., 730 - 5th Ave., New York City _____ Compur; Compound.
 Michigan Photo Shutter Co., 170 W. Water St., Kalamazoo, Mich. _____ Ibsor (For Leica Lenses).
 No. 6, Two-Way No. 8, Enlarging and Copying No. 7.
 George Murphy, Inc., 57 E. 9th St., New York City _____ Thornton-Pickard.
 Wollensak Optical Co., Rochester, N. Y. _____ Betax; Gammax; Deltax; Studio.

SLIDE VIEWERS (See Visualizers)

SPARK METALS

SPEED ATTACHMENTS AND SYNCHRONIZING DEVICES

Ertler Photo Equipment, 10915 Edgewater Drive, Cleveland, Ohio Ertlerlite Synchronizer.
 Folmer Graflex Corporation, Rochester, N. Y. Synchronizers for Graflex and Speed Graphic Cameras.
 Johnson Ventlite Co., 4619 W. Harrison St., Chicago, Ill. Ventlite Photoflash-Shutter Synchronizer.
 E. Leitz, Inc., 730 - 5th Ave., New York City Leica Synchronized Photoflash Unit.
 James H. Smith & Sons Corporation, Lake & Colfax Sts., Griffith, Ind. Flash Synchronizing Shutter Releases.

South Jersey Photo Laboratories, 525 White Horse Pike, Oaklyn, N. J. Syncro-Flash

SPONGES (See Viscose Sponge; Cellulose Fine Pore Sponges)**SPOT LIGHT LAMPS, INCANDESCENT**

General Electric Co., Nela Park, Cleveland, Ohio G-E Mazda 250-watt and 400-watt G-30 clear, medium screw or pre-focus base—in photo-blue, medium screw base only; 500-watt T-20 clear and photo-blue with medium screw or medium pre-focus base; 1000-watt G-40 spotlight; 1000-watt G-48 for color photography (mogul bi-post base); 2000-watt G-48 MP (mogul bi-post base); 2000-watt G-48 for color photography (mogul bi-post base); 5000-watt G-64 MP (mogul bi-post base); 5000-watt G-64 for color photography (mogul bi-post base).

Radiant Lamp Corporation, Sherman Ave. & Clifton St., Newark, N. J. Precision Lamps for Spotlights.

SPOT LIGHTS

Beattie's Hollywood Hi-Lite Co., Hollywood, Calif. Hi-Key; Hi-Lite; Boom-Lite; 2, 3 and 5 KW Sunspots; 12, 25, 35 and 70 ampere arc spot lights.

Eastman Kodak Co., Rochester, N. Y. Kodalites.

Eastman Kodak Stores Co., 133 N. Wabash Ave., Chicago, Ill. Majestic Focusing.

Ertler Photo Equipment, 10915 Edgewater Drive, Cleveland, Ohio Ertlerlite New Model.

Halldorson Co., 4500 Ravenswood Ave., Chicago, Ill. Halldorson Concentrating Spotlight; Edge Light.

Hornstein Photo Sales, 29 E. Madison St., Chicago, Ill. Faultless.

Johnson Ventlite Co., 4619 W. Harrison St., Chicago, Ill. Hilite Ventlite Jr.; Polished Parabola.

Photoflood-Photoflash Reflector; Ventlite Spot Lights new light weight construction in 500-watt, 1000-watt, 2000-watt.

Medo Photo Supply Co., 15 W. 47th St., New York City Medo.

Photogenic Machine Co., Youngstown, Ohio Perkins Hi-Power Mazda; Perkins Junior; Hi-Power

CP-5 Concentrated; Perkins Hi-Power Suspension Lite; Hi-Power Semi-Automatic Arc; Hi-Power

Superarc.

Sun Ray Photo Co., Inc., 138-140 Centre St., New York City Sun Ray.

Willoughby's, Inc., 110 W. 32nd St., New York City "W" Baby.

SPOTTING COLORS (See Retouching Materials)**SQUEEGEE PLATES (See Ferrottype Plates)****SQUEEGEES, HAND**

Burleigh Brooks, Inc., 127 W. 42nd St., New York City Brooks Print Rollers.

Eastman Kodak Co., Rochester, N. Y. Eastman Special.

Fink-Roselieve Co., Inc., 109 W. 64th St., New York City F-R Absorbent Film.

Holliston Mills, Inc., Norwood, Mass. Holliston Squeegee Wringer.

George Murphy, Inc., 57 E. 9th St., New York City Eagle.

Norman-Willets Co., 318 W. Washington St., Chicago, Ill. Norwil Velvet.

Renard-Dunbar Co., 4541 Ravenswood Ave., Chicago, Ill. Print Rollers.

STEREO VIEWERS (See Visualizers)**STEREOSCOPIES (See Visualizers)****STEREOPTICONS (See Projectors)****STICK-ON LETTERS FOR TITLING AND ILLUSTRATIVE EFFECTS**

Besbee Products Corporation, Trenton, N. J. Spell-O-Tex Titling Set.

STIRRING RODS

Burleigh Brooks, Inc., 127 W. 42nd St., New York City Brooks Thermometer.

Eastman Kodak Co., Rochester, N. Y. Eastman Glass; Hard Rubber.

Norman-Willets Co., 318 W. Washington St., Chicago, Ill. Norwil.

STUDIO FURNITURE

Ross L. Fitch Studio, 46 E. Cross St., Ypsilanti, Mich. Furniture, Posing Benches, Etc., Made to Order.

SWITCHES FOR PHOTOFLOOD LAMPS

James H. Smith & Sons Corporation, Lake & Colfax Sts., Griffith, Ind. Hi-Lo Series Parallel.

SYNCHRONIZERS (See Speed Attachments and Synchronizing Devices)**TANK COATING MATERIALS**

David C. Brown Co., 403 Baltimore Ave., W., Detroit, Mich. Photo Flex.

TANK COOLING EQUIPMENT (See Temperature Control Equipment)**TANKS, DEVELOPING, FIXING, ETC.**

Burleigh Brooks, Inc., 127 W. 42nd St., New York City Nikor for Miniature Work.

Eastman Kodak Co., Rochester, N. Y. Eastman Developing & Fixing Box; Hard Rubber Fixing Box; Eastko Hard Rubber Fixing Box.

Eastman Kodak Stores Co., 133 N. Wabash Ave., Chicago, Ill. Majestic.

Emby Photo & Film Machine Corp., 630 - 9th Ave., New York City Emby Tank Developing Units.

Fink-Roselieve Co., Inc., 109 W. 64th St., New York City F-R Adjustable Roll Film Tank;

F-R 35mm Roll Film Tank; F-R Adjustable Film Pack and Cut Film Tank.

E. Leitz, Inc., 730 - 5th Ave., New York City Correx; Reelo; Daylight Loading—all for Miniature Film.

Medo Photo Supply Corp., 15 W. 47th St., New York City Alto and Medo Developing and Fixing Boxes.

George Murphy, Inc., 57 E. 9th St., New York City Dallan.

Norman-Willets Co., 318 W. Washington St., Chicago, Ill. Norwil.

Renard-Dunbar Co., 4541 Ravenswood Ave., Chicago, Ill. Amateur Developing Tanks;

Triple Tanks for 35mm. Amateur Film.

Sterling Photo Manufacturing Co., Beaver Falls, Pa. Sterling Quality Porcelain Enamel Tanks and Outfits for Photo Finishing, Commercial and Professional Use.

Carl Zeiss, Inc., 485 - 5th Ave., New York City Perkins Developing Tank.

TANKS MADE TO ORDER

David C. Brown Co., 403 Baltimore Ave., W., Detroit, Mich. Rubber to Steel process, any size or style.

Sterling Photo Manufacturing Co., Beaver Falls, Pa. Special Sized Tanks Made to Order.

TEMPERATURE CONTROL EQUIPMENT

Emby Photo & Film Machine Corp., 630 - 9th Ave., New York City Emby Temperature Control Units for Developing Tanks.

THERMOMETERS

Burleigh Brooks, Inc., 127 W. 42nd St., New York City Brooks Thermometer Stirring Rods.

Eastman Kodak Co., Rochester, N. Y. Eastman.

Fink-Roselieve Co., Inc., 109 W. 64th St., New York City F-R for Developing Tanks.

E. Leitz, Inc., 730 - 5th Ave., New York City For Correx and Reelo Tanks.

Norman-Willets Co., 318 W. Washington St., Chicago, Ill. Norwil.

TIMERS

Agfa Anseo Corporation, Binghamton, N. Y. Anseo.

Besbee Products Corporation, Trenton, N. J. Besbee Interval Time Clock.

Burleigh Brooks, Inc., 127 W. 42nd St., New York City D.K. Automatic; Autoknip.

Eastman Kodak Co., Rochester, N. Y. Kodak; Eastman Interval.

Ertler Photo Equipment, 10915 Edgewater Drive, Cleveland, Ohio Ertlerlite Automatic.

Fink-Roselieve Co., Inc., 109 W. 64th St., New York City F-R Interval Timer.

Hornstein Photo Sales, 29 E. Madison St., Chicago, Ill. Faultless.

Norman-Willets Co., 318 W. Washington St., Chicago, Ill. Norwil Electric.

TINTYPE CAMERAS (See Cameras, Tintype)**TITLING EQUIPMENT AND ACCESSORIES**

Besbee Products Corporation, Trenton, N. J. Besbee Universal Titler with Title Illuminator; Spell-O-Tex Titling Set (Stick-on Letters); Wooden Cut-Out Letters for Titling; Custom Set.

TONERS

Agfa Ansco Corporation, Binghamton, N. Y. _____ Flemish-Gold; Brovira; Direct Sepia.
 Eastman Kodak Co., Rochester, N. Y. _____ Royal Re-Developer; Velox Re-Developer.
 Gevaert Company of America, Inc., The, 423 W. 55th St., New York City _____ Vitol.
 George Murphy, Inc., 57 E. 9th St., New York City _____ Septon.

TRANSPARENT PAPERS (See Papers, Sensitized Transparent)**TRAY COATING MATERIALS**

David C. Brown Co., 403 Baltimore St., W., Detroit, Mich. _____ Photo Flex.

TRAYS

Eastman Kodak Co., Rochester, N. Y. _____ Eastman Enameled; Standard Hard Rubber.
 Norman-Willetts Co., 318 W. Washington St., Chicago, Ill. _____ Norwil.
 Sterling Photo Manufacturing Co., Beaver Falls, Pa. _____ Sterling Quality Porcelain Enamel.

TRIMMERS (See Print Trimmers; Deckle Edge Trimming Boards)**TRIPOD TOPS**

Burleigh Brooks, Inc., 127 W. 42nd St., New York City _____ Triax Panoraming and Tilting.
 Eastman Kodak Co., Rochester, N. Y. _____ Eastko.
 Eastman Kodak Stores Co., 133 N. Wabash Ave., Chicago, Ill. _____ Majestic Revolving and Tilting.
 Folmer Graflex Corporation, Rochester, N. Y. _____ Crown Tilting.
 Fox Products Co., 4720 N. 18th St., Philadelphia, Pa. _____ Bruneau.
 Hornstein Photo Sales, 29 E. Madison St., Chicago, Ill. _____ Faultless.
 E. Leitz, Inc., 730 - 5th Ave., New York City _____ Ball-Jointed.
 Renard-Dunbar Co., 4541 Ravenswood Ave., Chicago, Ill. _____
 Superior Specialty Co., Inc., 811 - 12th St., N. W., Canton, Ohio _____ Superior
 Metal Revolving and Tilting.

TRIPODS, AMATEUR

Burleigh Brooks, Inc., 127 W. 42nd St., New York City _____ Bee Bee Wood; Bee Bee Pocket; Bee
 Bee Neck-Pod; Triax Cinetripod; Excelsior Tubular; Linhof; Walking Cane.
 Eastman Kodak Co., Rochester, N. Y. _____ Kodak Metal; Kodak Tripod Adapter; Kodapod; Optipod.
 Folmer Graflex Corporation, Rochester, N. Y. _____ Crown
 Hornstein Photo Sales, 29 E. Madison St., Chicago, Ill. _____ Faultless; Samson.
 E. Leitz, Inc., 730 - 5th Ave., New York City _____ Table Type.
 Medo Photo Supply Corp., 15 W. 47th St., New York City _____ Alto Leather-Covered; Empire K. A. T.
 Norman-Willetts Co., 318 W. Washington St., Chicago, Ill. _____ Norwil Sussis.
 Sun Ray Photo Co., Inc., 138-40 Centre St., New York City _____ Sun Ray Stedi-Stand.
 Willoughby's, Inc., 110 W. 32nd St., New York City _____ Willo Brand Metal and Wood.

TRIPODS BUILT TO ORDER

Ertler Photo Equipment, 10915 Edgewater Drive, Cleveland, Ohio.
 Folmer Graflex Corporation, Rochester, N. Y.

TRIPODS, HOME PORTRAIT

Agfa Ansco Corporation, Binghamton, N. Y. _____ Ansco Universal Stand; Ansco Utility.
 Burleigh Brooks, Inc., 127 W. 42nd St., New York City _____ Linhof Precision; Ries Professional.
 Eastman Kodak Co., Rochester, N. Y. _____ Crown Compact.
 Eastman Kodak Stores Co., 133 N. Wabash Ave., Chicago, Ill. _____ Majestic.
 Ertler Photo Equipment, 10915 Edgewater Drive, Cleveland, Ohio _____ Ertlerlite All-Purpose.
 Folmer Graflex Corporation, Rochester, N. Y. _____ Crown Compact.
 Fox Products Co., 4720 N. 18th St., Philadelphia, Pa. _____ Bruneau Pneumatic.
 Photogenic Machine Co., Youngstown, Ohio _____ Perkins Folding Tripod Stands.
 Professional Camera Mfg. Co., 3203 Chippewa St., St. Louis, Mo. _____ Professional.
 Sun Ray Photo Co., Inc., 138-40 Centre St., New York City _____ Sun Ray Folding Stands.
 Superior Specialty Co., Inc., 811 - 12th St., N. W., Canton, Ohio _____ Superior Metal.

TRIPODS, PROFESSIONAL

Agfa Ansco Corporation, Binghamton, N. Y. _____ Ansco Universal Stand; Ansco Utility.
 Burleigh Brooks, Inc., 127 W. 42nd St., New York City _____ Bee Bee Wood, Linhof
 Precision, Ries Professional.
 Eastman Kodak Co., Rochester, N. Y. _____ Eastko; Professional; Crown; Eastman
 Commercial Metal; Commercial Tripod Stand.
 Ertler Photo Equipment, 10915 Edgewater Drive, Cleveland, Ohio _____ Ertlerlite All-Purpose.
 Folmer Graflex Corporation, Rochester, N. Y. _____ Crown; Professional.
 Fox Products Co., 4720 N. 18th St., Philadelphia, Pa. _____ Bruneau Pneumatic.
 Medo Photo Supply Corp., 15 W. 47th St., New York City _____ Professional Alto De Luxe.
 Photogenic Machine Co., Youngstown, Ohio _____ Perkins All Aluminum 14' Folding Stand;
 Perkins Folding Tripod Stands.
 Professional Camera Mfg. Co., 3203 Chippewa St., St. Louis, Mo. _____ Professional.
 Sun Ray Photo Co., Inc., 138-40 Centre St., New York City _____ Sun Ray.
 Superior Specialty Co., Inc., 811 - 12th St., N. W., Canton, Ohio _____ Superior Metal.
 Willoughby's, Inc., 110 W. 32nd St., New York City _____ Willo.

USED ARTICLES BOUGHT, SOLD AND EXCHANGED

Mid-West Photo Supply Co., 117 N. Wabash Ave., Chicago, Ill.
 George Murphy, Inc., 57 E. 9th St., New York City.

VACUUM PRINTING FRAME BLANKETS

David C. Brown Co., 403 Baltimore Ave., W., Detroit, Mich. _____ Rubber Blankets Made to Order.

VACUUM PRINTING FRAMES

Aurora School of Photo-Engraving, Aurora, Mo. _____ Tasope.

VATS, HYPO

Eastman Kodak Co., Rochester, N. Y. _____ Eastman.
 Sterling Photo Manufacturing Co., Beaver Falls, Pa. _____ Sterling Quality Porcelain Enamel.

VENTILATING FANS

Eastman Kodak Co., Rochester, N. Y. _____ Eastman Darkroom Ventilator.

VIGNETTERS

Eastman Kodak Co., Rochester, N. Y. _____ Eastman; Century.
 Folmer Graflex Corporation, Rochester, N. Y. _____ Century.
 Halldorson Co., 4500 Ravenswood Ave., Chicago, Ill. _____ Halldorson Vignetter with
 Flexible Neck Stand.
 Krug Haloette Co., 533 Provident Bldg., Tacoma, Wash. _____ Krug Haloette Attachment.
 George Murphy, Inc., 57 E. 9th St., New York City _____ Eagle.

VISCOSE SPONGE

Willoughby's, Inc., 110 W. 32nd St., New York City.

VISUALIZERS

Bausch & Lomb Optical Co., Rochester, N. Y. _____ Bausch & Lomb Film Slide Viewer.
 Burleigh Brooks, Inc., 127 W. 42nd St., New York City _____ Bee Bee Negative Viewer
 for 35mm Film; New Model Bee Bee Taking Color Transparencies to 2" Square; Metascop Stereo
 Viewer, Cabinet Type; Standard Stereo Viewer; French Folding Stereo Viewer; Eho Stereo Viewer.

WASHERS (See Film Washers; Print Fixing and Washing Machines; Print Washers)**WATER COLORS**

Eastman Kodak Co., Rochester, N. Y. _____ Velox Water Color Stamps.
 Peerless Color Laboratories, 11-13 Diamond Place, Rochester, N. Y. _____ Peerless; Imperial;
 Nicholson's; Transparent and Opaque.

WHITE BACKGROUNDS, DEVICES FOR PRODUCING

Krug Haloette Co., 533 Provident Bldg., Tacoma, Wash. _____ Krug Haloette Attachment.

X-RAY DEVELOPERS

Fink-Roselieve Co., Inc., 109 W. 64th St., New York City _____ F-R Concentrated Liquid.

X-RAY FIXERS

Fink-Roselieve Co., Inc., 109 W. 64th St., New York City _____ F-R Concentrated Liquid.

X-RAY DEVELOPING OUTFITS

Eastman Kodak Co., Rochester, N. Y. _____ Eastman.

THE
Mallinckrodt
LINE

Mallinckrodt chemicals are photo-purified, physically perfected for photographic use. Neatly packed in useful containers. A complete line. Keep a Mallinckrodt catalog handy. If you do not have one, please let us know.

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SECOND AND MALLINCKRODT STREETS, ST. LOUIS, MO.
70-74 GOLD STREET, NEW YORK, N. Y.
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1867

*At the
Convention*

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BOOTH 55**



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FAMOUS prize winning photographers throughout the world use Wollensak lenses. Leading American camera artists depend on them for superior results.

Wollensak lenses are available in sizes and types for all photographic purposes—visit our booth. Let us tell you more about them.

WOLLENSAK OPTICAL CO. 587 Hudson Ave.,
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WOLLENSAK

Everything PHOTOGRAPHIC

Materials for Making
**NATURAL COLOR PRINTS
and TRANSPARENCIES**

by the

**TRICHROME COLOR PROCESS
FINLAY COLOR PROCESS**

Send for Circulars

**Watkins and Wynne Exposure Meters
Johnson and Sons Metol
Penrose Process Annual
Sinclair Bromoil Materials**

MAMMOTH PHOTO SUPPLY CATALOG

*Send for free copy of monthly magazine
"SNAP SHOTS"*

GEORGE MURPHY, Inc.

57 East 9th Street New York City
The Oldest Photographic Stock-house
Established 1878

'I consider it as important to my customers that I attend this meeting,' said Mr. Blank, as for a lawyer or any other professional man to attend his annual convention. Only in that way can I assure myself that my studio and my photographs are up to the minute.'

Register Early

● It has long been the custom of many of the convention "regulars" to arrive on Saturday or Sunday before the opening day, thereby allowing themselves time to greet old friends, especially among the manufacturers and dealers. Those who do come on Saturday and Sunday will do themselves and Treasurer Caufield a favor by registering on those days instead of waiting until Monday. The Registration Room will be open for business on Saturday, August 20, from 2:00 to 5:00 P. M., on Sunday from 2:00 to 5:00 P. M., on Monday from 10:00 A. M. until 9:00 P. M., and thereafter will open at 9:00 A. M. each morning. Heretofore the big rush has always been on Tuesday morning but this year, with the first evening program on Monday night, the rush will start a day earlier. Those who register on Saturday and



More Efficient Illumination

with

VICTOR
Studio Light No. 4

For Modeling and Highlighting
Designed for No. 4 Photoflood

\$25⁰⁰

Other VICTOR Photographic Specialties

Victor Flash Equipment

Includes flash lamp holders of highest effectiveness and flash powder firing equipment of proven reliability.

Victor Flash Powders

The old standby, now much improved, still essential for much of the finer instantaneous illuminating. Don't forget Victor Flash Powder.

Victor Intensifier

Most easily controlled means of making thin negatives vigorous and useful. An aid in fine grain negative processing. Ask us about it.

Spotting Colors
Victor Opaque
Deflectors, etc.

VICTOR

Lighting Units

The full effectiveness of modern "photoflood" lamps is captured and directed by VICTOR Lighting Units to speed your exposures and heighten effects—whether used in your studio or "on location."

For home portraiture, commercial shots and all-around service, VICTOR units provide the simplest, most dependable and most effective means of controlled illumination—producing an even flood of light confined to the areas which your camera sees.

Don't fail to examine the display at the VICTOR booth, spaces No. 60 and 61, during the convention. Your work is with light—*let it be VICTOR Light* for best results.

Jas. H. Smith & Sons Corp

Griffith Building

FOR CHARACTER PICTURES THAT SELL Use *Superflash!*



Technically speaking, this photograph may not be perfect. But it is better than average because it is more than the mere likeness of the child. It has that *extra something* that posed studio portraits often lack; something that brings

life, warmth and character into a photograph. Note how well these qualities have been caught in the instantaneous flash of a Superflash bulb.

More and more professional photographers are using Superflash to get lifelike character photos that sell. In the studio or on location, regardless of poor lighting or other difficult conditions that must be met, Superflash invariably produces pleasing, natural results that surprise even veterans. Among professional photographers, Superflash is famous for the extra safety and dependability its patented all-hydronalium wire lighting element assures. Its features include:

- **ABSOLUTE DEPENDABILITY** in a scientifically controlled flash.
- **PERFECT SYNCHRONIZING** through its "safety zone synchronization area."
- **100% USABLE ILLUMINATION** with its all-wire lighting element.
- **EXTRA SAFETY** in its identifying blue safety spot.
- **PERFECT COLOR QUALITY** renders filter factors to a minimum.

VISIT SUPERFLASH BOOTH 17
at the 1938 Photographers' Convention,
Stevens Hotel, Chicago, August 22 to 26, inclusive.

Experts in attendance will be glad to discuss with you the new uses for Superflash in modern professional, commercial and industrial photography. Get your copies of data folders and new Superflash Exposure Guide at your dealer's or write to **Wabash Photolamp Corporation**, Dept. 5, Brooklyn, N. Y.

"THE FLASH THAT NEVER FAILS"
SUPERFLASH
THE MODERN WIRE-FILLED FLASH BULB

Sorry— we slipped!

Entirely our own fault, of course, but when we realized The Association meant what it said about how fast the space was going, we were too late to get under the wire. And so

ERTLERLITE LITES AND TRIPODS

won't be on display, though we'll gladly send you circulars if you will write us.

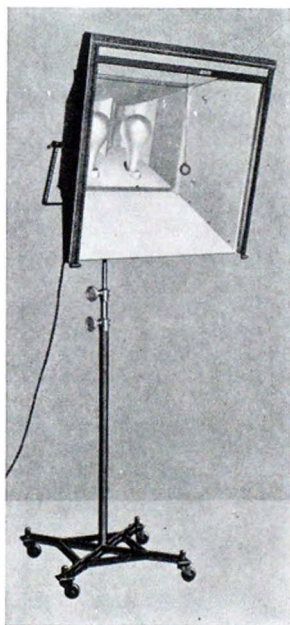
Incidentally, John E. Ertler himself will attend the convention in his capacity as a photographer only. If you have group or banquet problems of any kind—ask him for advice; he'll be glad to help.

ERTLER PHOTO EQUIPMENT
10915 Edgewater Drive, Cleveland, Ohio

Sunday will save themselves delay and standing in line, and will greatly assist the work of the Treasurer. The manufacturers and dealers, and especially the exhibitors, are urgently requested to register on Saturday. Even with six to nine people working behind the counter, in addition to the Treasurer and a supervisor and a separate clerk at the Dealers' registration desk, delays are unavoidable when several thousand visitors must receive attention.

Open Night

● On Tuesday, August 23, the public will be admitted to the Manufacturers' and Dealers' Exhibit and the Picture Exhibit, from 7:00 to 9:30 P. M. Admission will be by ticket only, in order to assure the attendance of only genuinely interested persons and to avoid the mob that would be likely to result were such an invitation extended generally through the newspapers. These tickets have been distributed through the members of The Association and the exhibiting manufacturers and dealers whose studios or offices are located in Chicago and suburbs, also to exhibiting manufacturers who have



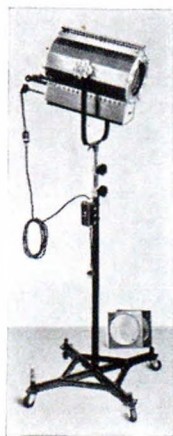
Perkins "Hi-Power" No. 4
Studio Model Lite

Perkins "Hi-Power" Lights

*Are constantly being developed for every
new photographic lighting requirement.*

Good lighting assists you very materially to emphasize style and charm in your pictures and create a greater desire, by your customers, for more photographs. Beautiful photographs, with style and charm, always recommend you to new customers.

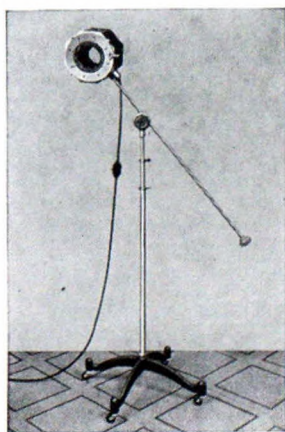
Each item of Perkins "Hi-Power" lighting equipment serves its specific purpose in a most efficient manner, enabling you to accomplish those pleasing results with the least amount of effort. They have been heartily endorsed by outstanding men in the photographic profession before being submitted for your approval.



"Hi-Power"
Mazda Spotlight



"Hi-Power" Floor
and Back Lite



Perkins Sunspot

See our exhibit of Perkins "Hi-Power" lighting equipment at the National Convention (Booths 39-40) or get our latest catalogue from your dealer, or, a card to us will bring one by return mail.

THE PHOTOGENIC MACHINE CO.

Youngstown, Ohio

ASK YOUR DEALER
for a demonstration of the
**New Improved Packard
Two-Way No. 8 Shutter**

Fully timed negatives with
fastest films.

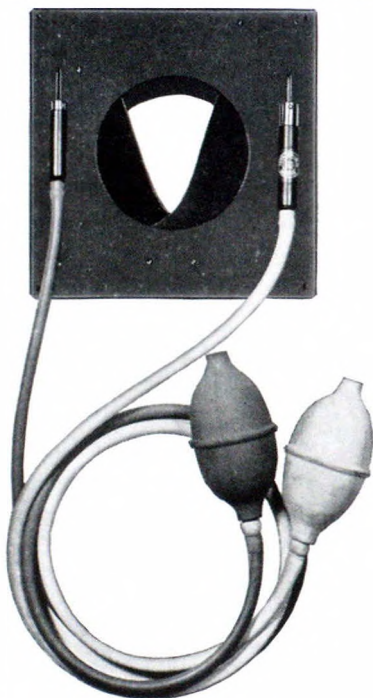
Also Packard No. 5 and No. 6

Made only by

Michigan Photo Shutter Co.

170 East Water St.,

Kalamazoo, Michigan, U. S. A.



STERLING TANK OUTFITS

SAVE overhead and operating expense
that spells PROFITS FOR YOU

AMATEUR FINISHING OUTFITS

for Roll Film or Circuit Work,
10 - 12 - 19 Gallon sizes

Large Daily Output Low Cost Low Upkeep

Made of finest

PORCELAIN Triple-coated Enamel

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Order Sterling
NEW GREEN
tanks or
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Amateur
Finishing
Commercial
and
Professional
Outfits

Water-Jacket
and
Two Tanks
with
circulating
water for
temperature
regulation

COMPLETE
COMPACT
DURABLE
EFFICIENT
The Best By Test

branch offices in Chicago. Out-of-town visitors to the convention who have Chicago friends whom they would like to conduct through the exhibits may also obtain Open Night tickets on request at the Registration room. Last year some 4,000 people attended on Open Night.

"Your Company's Voice"

● Through the energetic efforts of Mrs. Eva L. Briggs, Detroit, Mich., who will conduct the four Reception Room Clinics during the convention, those who attend her clinic on Thursday morning will see and listen to a talking slide film entitled "Your Company's Voice." Each of Mrs. Briggs' Clinics is devoted to one division of reception room work and, with the one on Thursday on the subject of "Telephone Solicitation," Mrs. Briggs took it upon herself to contact the Michigan Bell Telephone Company to see if they could offer anything to supplement her own ideas. That started long distance wires humming from Detroit to New York and thence to Chicago, with the result that through the courtesy of H. A. Peterson of the Illinois Bell Telephone Company, Mr.

IMPORTANT FACTS ABOUT DUFAYCOLOR FILM

Professional photographers find that Dufaycolor film faithfully records the true color values of the original subject.

Leading publishers of national magazines and representative newspapers are using many reproductions of Dufaycolor photographs. Both 4-color half-tone plates and the gravure process give results on high-speed presses which meet the exacting requirements of art editors.

Engravers, lithographers, printers, advertisers and advertising agencies have proven, by a wide variety of subjects, that separation negatives from Dufaycolor transparencies make possible accurate color reproductions.

Available in the form of roll film, cut film and film

pack,—from 35mm to 8" x 10" —Dufaycolor fits over 95% of the cameras now used by professional photographers and amateurs. In addition, there is a 16mm Dufaycolor amateur movie film. Dufaycolor professional 35mm film will be placed on the market in the near future.

Dufaycolor film can be processed by the professional or advanced amateur in less than half an hour. For amateur use, there is a 2 solution Developing Kit which retails at \$1.25.

Three interesting booklets are provided free of charge, —"Color Photography Simplified," "Outdoor Snapshots in Color," "Indoor Snapshots in Color." The Dufaycolor Manual, price 25c, gives all technical facts of interest to the professional and advanced amateur.

DUFAYCOLOR

THE NATURAL COLOR FILM

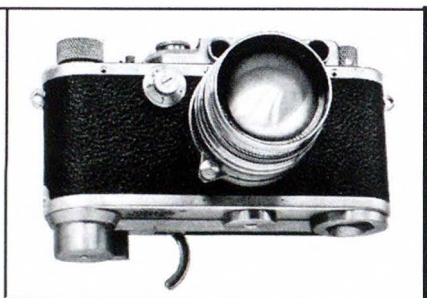
Booth 109

DUFAYCOLOR, INC. • 30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

Model IIIb, with Leitz
Xenon f:1.5 Speed
Lens and Rapid
Winder.

LEICA

PIONEERING



Leica Equipment that will tap new fields for you . . . the LEICA GUN, equipped with telescopic reflex focusing, a telephoto lens (200mm or 400mm focal length) and a rapid winder action—to meet the requirements of sports, nature, and news photographers.

The LEICA-MOTOR, a device for analyzing motion with the Leica camera—for the candid and the industrial photographer and the sports picture specialist who is seeking new "angles." It permits up to

twelve exposures to be made automatically at one or two per second. . . . the AUTOMATIC CONTINUOUS PROJECTOR, enables slides to be projected automatically—an excellent device for the advertiser.

. . . the 400mm Telyt lens, the Daylight-Loading Developing Tank, the Enlarger Film Holder for copying, and many other advanced photographic products.

SEE THEM ALL AT THE LEICA BOOTH

E. LEITZ, INC. — 730 FIFTH AVENUE — NEW YORK, N. Y. — DEPT. 102

See HORNSTEIN'S

"Money—Makers"

BOOTH 119

Exclusive Central Western Distributor of

Electrophot Exposure Meter	Sun Ray Enlargers & Lighting Equipment
Maxim Exposure Meter	Super Flash Bulbs
Falcon Cameras	Haynes Products
Faultless Products	Economy Printer
Ulrich Synchronizers	Edwal Chemicals
Dufaycolor Movie Film	Seemann Products
Kin-O-Lux Products	Hollywood Film Enterprises
	Pathegrams
	Da-Lite Screens

HORNSTEIN PHOTO SALES

29 East Madison St., Chicago, Ill.

*A Complete Line of Photographic
Equipment and Accessories*

Also representative of Keystone Mfg. Co.

M. I. Hersey of that company will present this film, preceding it with a brief talk, during her Thursday Clinic. Almost brand-new, the film is already booked ahead for club and company meetings of many kinds in New York City for a full year. It illustrates as only a slide film can, the proper uses of the telephone for business purposes and includes many common bad telephone habits. When you see and hear it, you will immediately recognize many things that you see every day; the film really hits home. In addition to re-vamping many pre-arranged plans so that we may have this presentation, the Illinois Bell Telephone Company is printing, for distribution at the convention, a thousand each of two booklets: "The Voice with a Smile," and "You and Your Telephone." Many a sitting is lost because of a careless reply over the telephone or an ill-toned voice. This film, and these booklets, will be important to you in your studio.

Tintex Plays Ball

● Two or three months ago the office of The Association began to receive from members in widely scattered sections of the country newspaper advertisements of Tin-

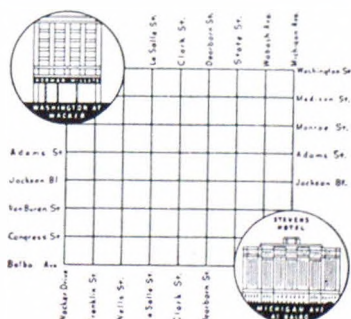
DEPENDABLE
MERCHANDISEDEPENDABLE
SERVICE

EVERYTHING IN THE PHOTOGRAPHIC ALPHABET (From A to Z)

Acid Hypo	Desensitizers	Lamps	Safelights
Adhesives	Dyes	Lenses	Scales
Albums	Dryers, Print	Lighting Equip.	Screens
Aprons		Linen Testers	Shutters
Art Corners	Enlargers	Magnifiers	Sponges
Art Gum	Envelopes	Meters	Squeegees
	Etchers	Mounts	Synchronizers
Backing Cloth		Movie Equip.	
Binoculars	Film		Tanks
Blotters	Filters	Opaque	Tape
Books	Flanges	Papers	Thermometers
Bottles	Frames	Pencils	Timers
Brushes	Funnels	Plates	Tissue, Carbon
Bulbs		Powder, Flash	Tissue, Dry Mfg.
Cameras	Glass	Printers	Toners
Carbons	Gloves	Projectors	Tongs, Print
Cases	Graduates		Trays
Chemicals		Reels	Trimmers
Clips	Holders	Reflectors	Tripods
Colors	Hypo, Acid	Rollers, Print	
Compasses	Intensifiers	Rulers	Washers
Condensers			Wringers
Cutters			Zirconium

Coming to the Convention?

When you're in Chicago this month attending the National Convention at the Stevens Hotel, by all means pay us a visit. We will have a display at the convention in space 91, where the latest improvements in photographic equipment and materials will be exhibited. We will also have a complete display of equipment and supplies in our salesrooms at 318 and 330 W. Washington Street which, as you will see from the adjoining map of Chicago's "Loop" district, are conveniently located to the convention hotel.



MANUFACTURERS—IMPORTERS—DISTRIBUTORS



318 W. WASHINGTON STREET - CHICAGO

RANDOLPH 8300

"HEADQUARTERS FOR EVERY KNOWN PHOTOGRAPHIC NEED"

GOERZ

Lenses

embody
the Doctrine of

GOERZ

PRECISION

in the distinct accuracy of their manufacture, the foundation upon which rests the unequivocal and unconditional guarantee of quality and performance of every photographic lens built by the House of GOERZ, makers of PRECISION LENSES in America since 1899.



American-made
LENSES
for
Still Photography
and
Cinematography
—
Light Filters
—
Movie Camera
Accessories
Effect and Trick Devices
Variable Field View Finders
Reflex Focusers

Imported
Shutters
PanOrtho Filters
and Sunshades
Binoculars
Microscopes



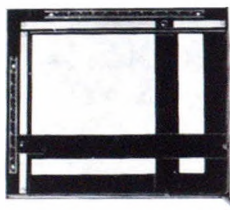
*Our name is
your guarantee*

Ask your dealer or write us, addressing
Dept. P.P.S

C.P. GOERZ AMERICAN OPTICAL COMPANY
317 EAST 34TH STREET: NEW YORK CITY

Nothing Like It On The Market
... At the Price!

All Metal WILLO JR. EASEL



NO WOODEN PARTS
ABSOLUTELY RIGID AND SQUARE

Single lever controls marginal guides. May be adjusted separately for unequal margins. White focusing surface permits easy and rapid handling. Takes 11x14 paper ... or smaller.

ONLY **\$6.75**

MAIL ORDERS FILLED

WILLOUGHBY

110 WEST 32ND ST., N. Y.
World's Largest Exclusive
Camera Supply House

tex, a well-known and deservedly popular product widely used for dyeing materials. These advertisements offered "A hand-colored miniature of yourself in a 24-kt. gold-plated frame ... \$2 value for only 50c and two Tintex box-tops." After having eliminated during the past year a number of similar offers, this came as a highly unpleasant shock, but the office got to work at once. A letter to the Tintex Premium Department got no results. A follow-up to the Park & Tilford Company, makers of Tintex, got no results either. A follow-up to this letter, considerably more brief and rather curtly worded, resulted in a letter from Park & Tilford's advertising agency with, as an explanation for the delay, the statement that the account executive had been away for a month. It appeared from this letter that the writer had completely misunderstood our first letters and had received the impression that we thought Park & Tilford had gone into the "photo enlargement business" (the quotes are ours). Being under that impression and a further impression that this offer to furnish \$2.00 framed miniatures for 50c would help our "industry by furnishing needed employment to its workers" (now we quote from

Use



HOLLISTON PHOTO-CLOTH

*The Standard Adhesive Backing Cloth for
Photographs • Photostats • Blue Prints • Charts*

Call to mind the various properties that make the ideal adhesive cloth backing for photographs. You'll find them all to perfection in Holliston Photo Cloth.

QUICK Applied in less than a minute. Self-adhesive, not gummed. Conveniently packaged. Seven standard sheet sizes.

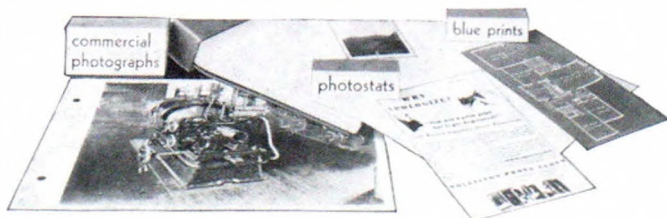
NEAT In four shades—White, Silver Gray, Gray, Sepia. The ideal way to present photographs and allied material in sample books, catalogs, portfolios and loose sheets subject to constant use.

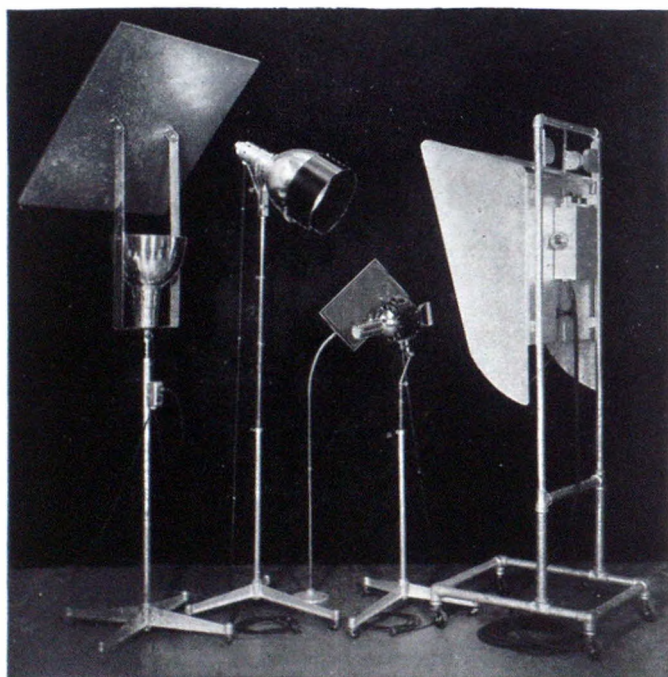
LASTING Once applied, it becomes an integral unit with the photograph. Will not curl or fray. Has no odor. Not affected by heat, cold or dampness. Reasonably priced and **guaranteed**.

Write for samples and prices
Sold by Authorized Holliston Dealers

THE HOLLISTON MILLS, INC., NORWOOD, MASS.

BOSTON • CHICAGO • NEW YORK • ST. LOUIS • PHILADELPHIA





Halldorson Studio Lighting System

**MAKES LIGHTINGS
THAT SELL PORTRAITS**

1. Halldorson Variable Reflecting Lamp is both indirect and variable. For main, secondary or overhead light. Uses #4 Photoflood or 1500 Watt bulb. Price without globe, \$65.00.
2. The General Service Light, Style C, takes 1500 Watt bulb or #4 photoflood. Price without bulb or hood, \$45.00. Extension hood, extra, \$3.50.
3. Halldorson Flexible Neck Head Screen, an indispensable studio accessory. Price \$10.00.
4. Concentrating Spot Lamp, practical and efficient. Price without globe, \$50.00.
5. Halldorson Electric Studio Lamp, improved, has become almost standard equipment as the main light for a studio. Uses four bulbs, either 1500 Watt or #4 photoflood. Junior type similar to regular but in two unit style. Price without globes, Senior \$135.00. Junior, \$98.00.

Order from your
Photo Supply Dealer.

Catalogue from
THE HALLDORSON CO.
4500 Ravenswood Ave., Chicago



**BOOTH
No. 96**

At the 51st annual convention of the Photographers' Association of America we shall have a representative exhibit of our specialty work.

**TONE SKETCHES
PASTEL SKETCHES
OIL EFFECTS
LUMINOUS PORTRAITS
GUM PRINTS
MINIATURES, etc.**

**BRING ALONG YOUR
NEGATIVES**

On all sample orders placed at the convention we will allow a discount of 20%.

Blum's Photo Arts, Inc.

1021 N. Wells Street
CHICAGO, ILLINOIS

the letter) our letters had gone unanswered.

To this we replied immediately, explaining that we were fully aware that Park & Tilford were not making these miniatures themselves and pointing out that we had a pretty good idea ourselves just what firm was making them for Park & Tilford. We went into some detail regarding promotional schemes of this type and our success in persuading other nationally known manufacturers and advertisers to discontinue them, and added a few remarks about how much "needed employment" such a plan might actually mean, in contrast to the damage it was doing to thousands of small photographers. Another delay ensued, during which time the advertisements continued to appear and members continued to send them to us. On June 18 we wrote again, to receive the following reply: "I wish to inform you that we are not releasing any further magazine or newspaper advertising on the photographic miniatures." That was very nice but not sufficient, as we had a hunch that probably the campaign had run its course in any event and, though that damage had been done, we were more interested in preventing a repetition, in other words we wanted to

BEATTIE LITES - for better lightings



"Ingrid"

OTTO DYER

Hollywood

•
London

Made with

BOOM-LITE

HI-KEY

STYLE-LITE

HI-LITE

HEADLINERS THE WORLD OVER

say that Beattie Lighting Systems aid materially in producing the endless series of new styles which the market demands. Versatile, controllable, modern to the nth degree, this fine equipment enables any operator to make the crisply brilliant lightings which sell larger orders at better prices.

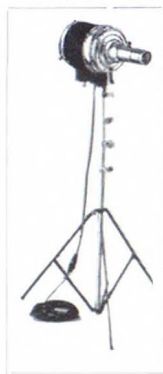
This portrait and many others are reproduced and diagrammed in the forthcoming edition of LITES & LIGHTINGS. Write for free copy today.

●
BEATTIE'S HOLLYWOOD HI-LITE CO.

Div. Otto K. Oleson Illuminating Co., Ltd.
HOLLYWOOD - CALIF.



CLAMP LAMPS
•
PORTRAIT LAMPS
•
STUDIO LIGHTS
•
SPOT LIGHTS



A lamp for every need from Amateur small single ray to the larger studio lights.

PERFORMANCE MAKES ALL SUN RAY EQUIPMENT POPULAR

ENLARGERS

A complete line of enlargers for miniature (35mm, $\frac{3}{4}$ vest pocket) to the $2\frac{1}{4} \times 3\frac{1}{4}$ size. Precision built instruments that give sharper, clearer enlargements.



◆ Sun Ray equipment can be depended upon to give the photographer the best results, that is why photo fans everywhere demand Sun Ray Products.

- These and other Sun Ray products on display at the National Convention — Chicago — Booth #16.

TRIPODS

Good substantial, durable wood or metal tripods, for amateur or professional use. Serviceable, neat in appearance. Popular with every Sun Ray Buyer.



Write for Descriptive Circulars

Sun Ray Photo Co., Inc. 138 Centre St., New York City



get the barn locked before any more horses were stolen.

And so, in acknowledging the welcome news, we wrote: "will you be good enough to tell us if this means that Park & Tilford are not only discontinuing the present campaign but will not resume it or any similar campaign involving photographs in the future. If we may have that assurance, we will be glad to publish an item regarding this which we believe will be excellent advertising for Tintex." Again a delay and again a follow-up, and finally this, dated July 25: "Your letter reached me when I was away on my vacation. As I told you in my last letter, we have discontinued the advertising of the photographic miniature and you have my assurance that we have no intention of resuming it in the future."

In our convention issue a year ago, it happened that we were able to announce the stoppage of this same type of proposition, then offered by a nationally known bakery on coupons accompanying each loaf of bread. At that time, we called on the assistance of our good friend R. J. Wilkinson, Executive Manager of the Master Photo Finishers of America, who handled the mat-

NEW — MAIL PHOTO FRAMES — NEW

FOR YOUR SNAPSHOTS OR KODAK PICTURES

COMPLETE WITH INDIVIDUAL MAILERS AND DISPLAY CABINET AS ILLUSTRATED

SEND FOR
GENERAL
CATALOG
Showing
Complete Line
Photo-Frames
Made of
Glass, Wood
Metal and
Leatherette



SIX SIZES TO FIT MOST POPULAR
KODAK AND AGFA FILMS

MAIL PHOTO-FRAME

FOR YOUR SNAPSHOTS

EACH
FRAME IN
MAILER . 10c . TO
STAND OR
HANG . 25c .

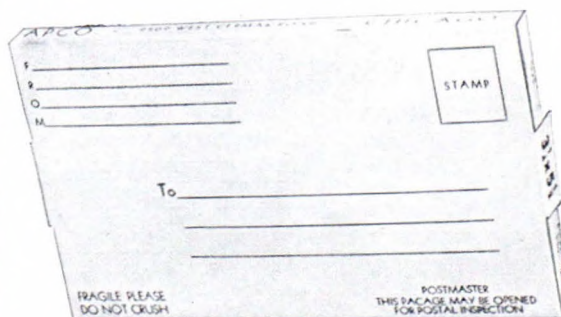
MAIL HOME YOUR PHOTO ALL FRAMED



STURDY - FULL COLOR DISPLAY
CABINET HOLDS SIX DOZEN FRAMES

DESCRIPTION

APCO MAIL PHOTO FRAMES: are made to fit any and all popular size films - Kodak and Agfa, and are made of pure Nickeloid highly polished plated steel. They have removable backs with easel to stand or hang and celluloid front on face. Come fitted with popular movie star print easily removable for insertion of your own picture. They are packed individually and safe in a special mailer and can be mailed anywhere for a few pennies. Come packed in a sturdy serve-yourself counter display cabinet and provides display space for actual sample.



INDIVIDUAL SAFETY MAILERS
REINFORCED FOR SAFE MAILING

SEND - 25c - FOR
SAMPLE AND FULL
DESCRIPTIVE MAT-
TER. MAKE AR-
RANGEMENTS NOW
FOR EXCLUSIVE
TERRITORIES

THE ART PUBLISHING COMPANY

CREATORS - PUBLISHERS
MANUFACTURERS
FRAMED PICTURES, MIRRORS
PHOTO FRAMES
DECORATIVE ART NOVELTIES
2509 W. CERMAK RD.
CHICAGO, ILLINOIS

--- ATTENTION ---
PHOTO-FINISHERS
SPECIAL DEALS
FOR LARGE USERS
GREAT FOR RESORTS

Modern Backgrounds ... Are Like People

*Some Have Personality,
Beauty, Friendliness, and Charm*

And our charming backgrounds, like charming people, contribute a great part to the success of your studio.

Beautiful backgrounds draw you out, stimulate you, reflect your taste and give you an added distinction by the many distinguished arrangements you can offer your sitters.

DECORATIVE BACKGROUND CO., Inc.

V. J. HAJNY, Pres.

4814 W. 25th Place, Chicago-Cicero, Ill.

See Our Booth at The Chicago Convention

Always the last word in
PHOTO FINISHING EQUIPMENT

•
Homrich Photo Cell Apparatus
for strip printing and enlarging

**Durkopp Self Timing Contact
Printer and Production
Enlarging Machine**

Meteor Enlargers
with Zeiss Tessar lenses

•
**Emby Developing Machine
and Temperature Control Unit**

•
Visit our stand in Space 145
1938 PHOTOGRAPHERS ASSOCIATION CONVENTION
STEVENS HOTEL, CHICAGO, ILL.
August 22, 23, 24, 25 and 26

**EMBY PHOTO AND FILM
MACHINE CORP.**
630 Ninth Ave. • Circle 5-7240 • New York, N. Y.

ter. Now (Friend Wilkinson please note) the favor has been returned. Actually we felt that this offer also was more damaging to the finishers than our own members but we handled it ourselves because so many of our members had complained and also because we thought it was our turn.

It is interesting to note in this connection that a year ago there were half-a-dozen national campaigns involving photographs, enlargements or miniatures as premiums, all of them tending to cheapen photography in the eyes of the public. Some months ago *Printers' Ink Monthly* published a lengthy list of

PORTRAIT FINISHING FOR THE PROFESSION

First Quality Service by Skilled Artists

Reproductions in
WATER COLOR OIL SEPIA
BLACK & WHITE

Copies from any picture, photo, tintype, daguerrotype or films. Regrouping jobs artistically done.

Particulars and quotations on request

D. E. ABBOTT & CO.
Huntington, W. Va.

Elwood MODEL AM

MINIATURE ENLARGER

New in Performance . . . This is the latest development in Miniature Enlargers.

New in Results . . . Unbelievable results are obtained with the large silvered and polished reflector.

Condensing Lenses . . . are interchangeable with the silvered reflector if desired.

FEATURES

Handy removable negative carrier for either glass pressure plates or metal frames for using small films without glass.

Completely collapsing bellows permitting 2-inch lens to be mounted directly on lens board and eliminating internal reflections.

Sliding red screen back of lens.

Micrometer screw focusing adjustment.

Constructed of machined castings assuring rigidity, accuracy and long service.

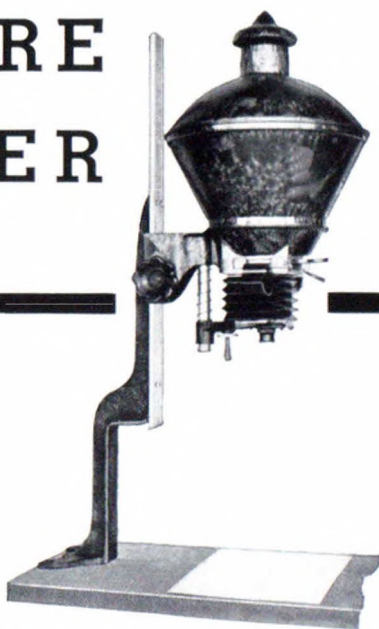
THE PERFECT ENLARGER

Price complete with silvered reflector or double condensing lenses and F 4.5 Anastigmat lens. . . \$44.00

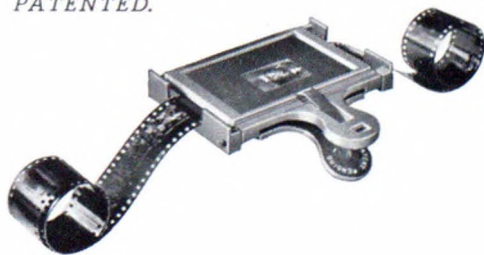
Price without lens. \$30.00

You owe it to yourself to try this new Enlarger. Write for complete catalogue.

ASK YOUR DEALER FOR 10-DAY TRIAL!



● No other ENLARGERS have polished and silvered reflectors because THEY ARE PATENTED.



ELWOOD

PATTERN WORKS

(INCORPORATED)

125 N. East Street, Indianapolis, Indiana

RADIANT

Precision

LAMPS

for **PHOTOGRAPHIC**
and **PROJECTION**
SERVICE

SPECIALISTS in the manufacture of precision lamps for professional and amateur use. Send for catalog showing complete line.

Visit Our Booth
at The
Convention

WRITE, WIRE or PHONE

RADIANT LAMP CORPORATION

Plant and General Offices, SHERMAN AVE., & CLIFTON ST.

NEWARK, N. J., U. S. A.

PRACTICAL and USEFUL for

Professionals and Amateurs

BESBEE TITLING SET
(Stick-On Letters)

BESBEE UNIVERSAL TITLE MAKER

BESBEE ILLUMINATOR

Ask for complete information and
demonstration

BESBEE PRODUCTS CORP.
TRENTON NEW JERSEY

Portraits Enlargements

Since 1874 Photographers have profitably sold Hathaway Portraits and Enlargements. It will pay you to see our line.

Catalog upon request.

Sprague-Hathaway Studios
West Somerville, Mass.

all premium offers then being made in national advertising, and the Tintex proposition was the only photographic one listed. And now that's out, though no doubt another will bob up somewhere else before long.

MISCELLANEOUS

TERMINATION OF AGENCY—The undersigned has withdrawn from the publishing business under the name of Rossiter Snyder Publishing Co., at 24 West 20th St., New York City, in favor of Edward McKenzie, as successor. Said Edward McKenzie is no longer agent for the undersigned. H. Rossiter Snyder, Guilford, Connecticut. 8-5-3c

DURABLE DARK room aprons "best made" \$1.00, two for \$1.65 postpaid. Money refunded if not satisfied. Neumeyer Art Studio, Brillion, Wis. 8-5-3

"SYNCRO-FLASH"

A \$35.00 device for synchronizing photo-flood or photo-flash lamps with any type pneumatic or mechanical shutter. The full power photo-floods is used only during exposure; automatically on low at all other times. Savings and advantages are obvious.

Manufactured by

**SOUTH JERSEY
PHOTO LABORATORIES**

Oaklyn, N. J.

(Booth No. 155)

RAYGRAM BLANKETS THE EAST!

The following Photographic Specialties are distributed exclusively in the East by Raygram Corporation

- ☐ Maxim Exposure Meters*
- ☐ Superflash & Superflood Photolamps
- ☐ Kelco Projection & Stereopticon Lamps
- ☐ Magnascope*
- ☐ Handi Utility Knives
- ☐ S K Reel Cases
- ☐ Rhamstine Exposure Meter
- ☐ Handi Print Straighteners*
- ☐ B W Automatic Hypo Drain
- ☐ Mirotex Screens
- ☐ Infinol, Fine Grain Developer*
- ☐ Fedco Developing Tanks
- ☐ B & Q Specialties
- ☐ Seemanns' Specialties
- ☐ Emel Cine & Camera*
- ☐ Mercury Candid Cameras
- ☐ Ulrich Synchronizers
- ☐ K Leather Carrying Cases
- ☐ Precis Enlargers*
- ☐ Faultless Specialties
- ☐ Jackson Printer
- ☐ Raygram Easel No. 1616*
- ☐ Hyp-O-Meter
- ☐ Lite Master
- ☐ Nura-Roll Film*
- ☐ Economy Cine Cabinets
- ☐ Photo Albums?
- ☐ Viscose Film Dryers
- ☐ Raygram Foot Switch*
- ☐ Chromium Squeegee Plates
- ☐ Usalite Flashlight Batteries
- ☐ Pictoreels*

* SOLE UNITED STATES DISTRIBUTORS

☐ ALSO: Federal Fixed Focus Enlargers No. 835 Falcon Cameras
Federal Enlargers No. 120, 505 & 835 ... Scotch Photographic Tape
Spell-O-Tex ... Abbey Flashgun ... Duo-Photo Economy Jr. Dryers
Dufaycolor Film 16 m/m



RAYGRAM

CORP.

425 FOURTH AVE NYC

THIS IS NEW!

The Superior Tripod

Based on a totally new principle and weighing only 11½ pounds, its simplicity, rigidity and exceptional adjustments make it an important development of the year. The head is aluminum and the legs steel tubing, chrome plated. With one adjusting knob you can place the camera at any desired angle, from straight up to straight down, sidewise or whatever-you. No shot is too difficult. Ask your dealer or write us.

Superior Specialty Company

811 - 12th St., N. W.
Canton, Ohio



Let Us Make Your

ENLARGEMENTS
OIL COLOR WORK
MINIATURES
RESTORATIONS

Prices on request.

PICTORIAL ART STUDIOS, Inc.

2926 Broadway

Chicago, Ill.

CLOSEOUT MOUNTS and frames—Save up to 50%. Manufacturers discontinued lines afford unusual savings. Bound edge frame type mountings with riveted-on easel backs. Photographic colors—white, buff, gray, black, brown, with or without celluloid—some with glass, 2x3, 3x4, 3x5, 4x6, 5x7, 6x8, 8x10, 10x8—from \$2.00 to \$17.00 per hundred. Terms: Cash f.o.b. factory. Sample assortments prepaid 50c. Specify sizes—color. Winthrop-Atkins Company, Inc., Middleboro, Massachusetts (manufacturers of mounts with glass.) 8-20-1c

THE IDEAL Film Tank System takes care of your amateur finishing, however big; fits your darkroom, however small. Most economical and practical system on the market, and costs less. 20 years' experience. Write A. P. Davis, Binghamton, N. Y. 8-20-1c

FOR SALE—Perkins portable junior twin arc lamp, stand and case \$25.00; Century studio stand No. 3—\$15.00; Eastman studio scales \$2.00; Dunker school outfit, camera, F/4.5 lens, printer, 100 feet of film, 900 slip in folders, \$70.00. All items in good condition. Seavy's Studio, New Castle, Pa. 8-20-1

The FOUNTAIN AIR BRUSH

The Air Brush of the Particular Artist



The World's Standard Air Brush for
Over 45 Years

Easy to handle and keep in order.
When it comes to Air Brushes come to

THAYER & CHANDLER

910 W. Van Buren St. Chicago, Ill.

While at the Convention

Be sure to visit our store. We carry the most complete line of used cameras, lenses and other equipment in the country.

The house that saves you money, and guarantees complete satisfaction.

MID-WEST PHOTO SUPPLY CO.

117 N. Wabash Avenue
Chicago, Illinois

THE NEW PERFEX 35 mm.
S-P-E-E-D CANDID MINIATURE!



**AN ACHIEVEMENT
 IN AMERICAN
 PRECISION
 CRAFTSMANSHIP**

LIST PRICE

\$25⁰⁰

CASE EXTRA \$4.50

✓ CHECK THESE FEATURES

- BUILT-IN EXPOSURE METER
- BUILT-IN RANGE FINDER
- F3.5—2-in. FOCUSING LENS
- FOCAL PLANE (1/500) SHUTTER
- USES 35mm FILM—36 EXP.
- INTERCHANGEABLE LENSES
- BAKELITE CASE, CHROME TRIM

Perfex blazes a new standard of value in the miniature camera field. It brings you features never before offered in a camera selling at anywhere near its price. It is a precision instrument constructed to the highest standards of American craftsmanship. To the dealer it offers rapid turn-over and substantial profits. To the consumer it offers all the wanted features for ease in manipulation—easy operation—utmost economy—and perfect picture results.

ATTRACTIVE DEALER DISCOUNTS

CANDID CAMERA CORP. of AMERICA

844 ADAMS ST.

CHICAGO, ILLINOIS

Classified Advertising

Cash must accompany order. Advertisements not accompanied by remittance 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. Address all correspondence to: Charles Abel Incorporated, 520 Caxton Bldg., Cleveland, Ohio.

Situation Wanted: 2c per word. No advertisement less than 50c per insertion.

Help Wanted: 3c per word. No advertisement less than \$1.00 per insertion.

Retouching, Coloring, Studios For Rent, Studios Wanted, Miscellaneous: 4c per word. No advertisement less than \$1.25 per insertion.

Studios For Sale: 6c per word. No advertisement less than \$1.50 per insertion.

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 those 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 the 10th of the month are published in the issue of the 20th; from the 10th to the 26th, they are published the 5th of the following month.

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, 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. 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.**

I HAVE a great number of Ross and Dallmeyer portrait lenses on hand, which I am offering at reasonable prices. Should you be interested in these valuable treasures, let me hear from you. Real artists who know these lenses should not miss this chance. They are becoming more rare every day. Joseph Smith, 735 Fulton St., Brooklyn, N. Y. 8-20-2

FOR SALE—Primo camera #6 with Goerz Dagor F/6.8 lens, Optimo shutter and case—\$65.00; Goerz Dagor F/6.8, Acme shutter, 12 inch \$75.00; Voigtlander Heliar F/4.5 lens, 16 1/2 inch \$125.00; Graf Super Anastigmat F/4.5 lens 20 inch \$200.00; Cooke Taylor portrait F/4.5 lens, 13 inch \$100.00; Eastman 8x10 Projector with lens and easel \$325.00; Eastman View 6 1/2 x 8 1/2, Velostigmat F/4.5 lens in Regno shutter \$75.00; 5x7 and 8x10 printers \$12.00 and \$14.00; professional film dryer #2—\$40.00; Folmer-Schwing Copying camera, 8x10, Century stand, Prism F/6.3 lens in shutter \$175.00. Many other items not listed. The Bryar Photo Supplies Company, 1044 Prospect Avenue, Cleveland, Ohio. 8-20-1

GREAT CLEARANCE of lenses. Over 500 in stock. Almost every make and size now being offered at unheard of prices for quick sale. All goods sent on 10 days free trial. Here are a few specials: Turner Reich 12" Convertible Series II in shutter \$85.00; 12 inch Carl Zeiss Tessar F/4.5—\$110.00; Carl Zeiss 10 inch Tessar F/4.5—\$70.00; Ross 10 inch Xpres F/4.5—\$70.00; Heliar 12 inch F/4.5—\$85.00; Heliar 14 inch \$90.00; Heliar 16 1/2 inch \$125.00; Goerz Dagor lenses 8 1/4 inch in barrel \$45.00; 9 1/2 inch \$55.00; 10 1/4 inch \$70.00; 12 inch Goerz Series III, really Dagor imported F/7.7—\$75.00; 14 inch Dagor \$125.00; 19 inch Dagor \$150.00; 24 inch Ross Goerz double anastigmat F/7.7—\$160.00; 19 inch Goerz Gotar \$110.00; 18 inch Carl Zeiss Apo Tessar \$125.00. All equal to new. Good lenses or apparatus taken in exchange. Joseph Smith, 735 Fulton St., Brooklyn, N. Y. 8-20-2

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 publishers will appreciate being advised when employees fail to accord this courtesy to employers.

POSITION WANTED—Skilled retoucher wishes permanent position in high class portrait studio, for retouching only. Can furnish references and samples of work; also have experience in commercial art. Address all communications to E. Von Bergen, Columbus, Nebr. 8-20-4c

PHOTOGRAPHER—EXPERIENCED in all lines, commercial or portrait. Competent to manage studio or plant. Edward F. Lacin, Dodge, Nebr. 8-20-1

GENERAL ASSISTANT—Young capable. Enlarging—Pako printer, miniature worker, best references, available September fifteenth. Go anywhere. L. W. White, Leman Studio, Norwich, N. Y. 8-20-2c

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 publishers will appreciate being advised when employers fail to accord this courtesy to employees.

MOUNT SALESMEN—Opportunity for aggressive, experienced salesmen. America's fastest growing mount company now extending sales efforts from coast to coast. Patented photo cases—mounts with glass; Folio-cases and new Eas-L-Mounts with lock easels. Apply in person to Mr. Cross, Booth 123, or write Winthrop-Atkins Company Inc., Middleboro, Massachusetts, giving age, experience, full particulars. 8-20-1c

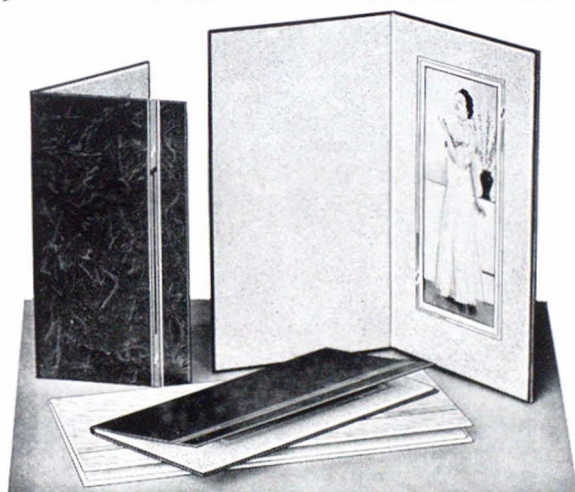
HOME PORTRAIT and SCHOOL OPERATORS. Fastest growing studio in middle west offers exceptional opportunity and remuneration to producers. Unlimited territory. Must have car. Lucas Studio, 6223 Florence Blvd., Omaha, Nebr. 8-20-1

WANTED—RETOUCHER and etcher. Write J-1 care of this journal giving experience, references, salary expected. Please do not apply unless you are really first class. Position is permanent. 8-20-2

HOME PORTRAIT solicitor. Splendid opportunity with good photographer. Write Charles Porter, State Life Building, Indianapolis, Ind. 8-20-2c

WANTED—EXPERIENCED printer. Permanent position. Write J-2 care of this journal, giving salary expected, experience and other qualifications. 8-20-2

HIGH CLASS operators, receptionists, retouchers by Michigan's largest photographic organization. Only highly skilled people with good background of previous employment considered. Write giving full particulars and enclosing recent photograph: Craine Studios, Stroh Bldg., Detroit, Mich. If attending Photographers' Convention, communicate with Mr. Craine, Stevens Hotel. 8-20-1



FOLDER STYLE PORTRAIT CASE

"Commonly called folders . . . but not Common folders"

Present your Portraits
IN

MILES MADE
FOLDERS
and
FRAME TYPE
MOUNTINGS

They say: "SMARTER
STYLING" . . . "BEST YET"

Miles Kedex Company

CONVENTION BOOTH NO. 14

New York Office and Display, 233 Fifth Avenue, New York, N. Y.

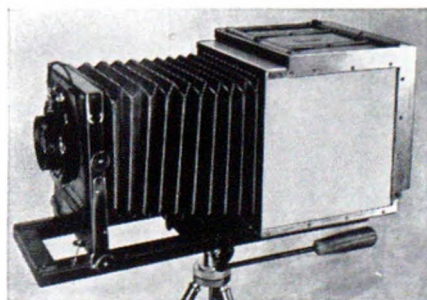
Address all communications, To Factory, Leominster, Mass.

PROFESSIONAL MODEL—DIRECT COLOR CAMERA

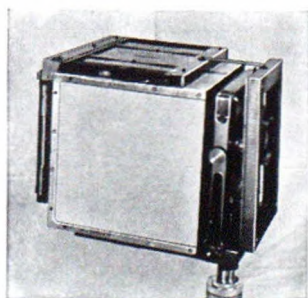
For Commercial and Portrait Work

*A high grade 5x7 size instrument
with aluminum body at a price
within reach of all.*

- Single mirror type Bi-Pack camera that uses Defender Tri-Color combination films and is capable of doing the high grade commercial color work you see in the magazines. Uses a 12" F L lens.



CAMERA OPEN



CAMERA CLOSED

- This is a complete, rigidly built, color camera with aluminum body, selected cherry bed with swing front, heavy, solid brass rack and pinion, brass track, 5x5" lens board, good bellows, complete with filter and strong carrying case. Two "Equapress" pressure holders and ground glass panel, 5x7 size (no lens) \$250.00
Extra holders 5x7 "Equapress" \$ 6.50
Aluminum back only to fit any studio or view camera with two 5x7 holders, filter, etc. \$150.00

Write for full information.

PROFESSIONAL CAMERA MFG. CO.

3203 CHIPPEWA ST., ST. LOUIS, MO.



PLAIN

HALOETTE



White Backgrounds Fashionable - Profitable

- The Krug Haloette attachment for projection enlargers, enables the photographer to make PLAIN or HALOETTE portraits from the same negative.
- The CONTACT method for "White Backgrounds" is also available.

Ask your dealer or write

KRUG HALOETTE COMPANY

533 Provident Building

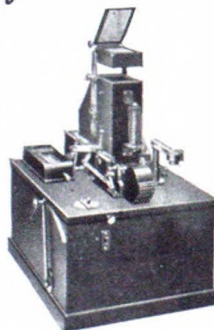
Tacoma, Washington

The SOLUTION of a PROBLEM

THE EMBY PHOTO CELL APPARATUS

for

Contact Printing
and Enlarging
35mm negatives



This apparatus has been so designed that simply by interchanging the magazine containing the perforated or unperforated paper rolls, or film with a Unit housing the Optical Element, the Apparatus can be transformed into an Enlarger, each negative being timed by the Photo Cell. This machine is a real money maker. Ask our customers.

EMBY PHOTO AND FILM MACHINE CORP.

630 Ninth Ave. • Phone Circle 5-7240 • New York, N. Y.



See a demonstration at our Space
145, 1938 PHOTOGRAPHERS ASSO-
CIATION CONVENTION, STEVENS
HOTEL, CHICAGO,
ILL. August 22, 23,
24, 25 and 26.

Now! SEE-SHARP'S BROTHER..... PIC-SHARP

THE MAGNIFIER FOR
GROUND GLASS
FOCUSING

"PIC-SHARP" does for ground glass focusing what the SEE-SHARP does for the enlarger... makes images brighter... three times larger. If it is sharp on the Pic-Sharp, it is needle-sharp on the negative.

Soft rubber... fits easily into vest pocket or kit... cannot scratch finest glass or equipment.

Drop it! Step on it!
You Can't break it!

"PIC-SHARP" assures sharper pictures. If your dealer hasn't the "PIC-SHARP," send \$1.00 direct

to: **R. P. CARGILLE**
118 Liberty St. Dept. 808

New York, N. Y.



OPERATOR FOR one of America's famous studios, catering to society clientele. Send samples depicting your own work, state qualifications, salary, age, references, etc., and enclose recent photo. Alvin C. Krupnick Studios, Tulsa, Okla. 8-20-1c

STUDIOS FOR SALE

FOR SALE—One of the finest studios in central New York State, under one management 25 years. Wish to retire—poor health. Partner considered. Postal card will bring particulars. Fitch Studio, 13 Main St., Cortland, N. Y. 8-5-2c

PORTRAIT STUDIO fully equipped for portrait and commercial photography. Good location next to Hawaii Theatre. Established 20 years in Hawaiian Islands. Valuable copyright negatives. Death of owner-manager necessitates quick sale. \$2500.00 cash. For further details write Box 2294, Honolulu, Hawaii. 8-20-1c

GROUND FLOOR studio and camera shop in business section of central Connecticut city of 75,000. Fully equipped for portraiture and photo finishing. In business over thirty years. Very low overhead. Will sacrifice for cash. Excellent opportunity for your man wishing to start in business for himself. Write A-3 care this journal. 8-20-1c

STUDIO FOR SALE—Modern and fully equipped to 8x10, well established in one of the finest office buildings in heart of downtown Detroit. Will take \$2,000.00, some terms. Write O-2 care this journal. 8-20-1c

FOR SALE—Two ground floor studios, (portraits, Kodak finishing, 5,000 recent negatives). Sales to \$100 day, \$750 each. Particulars: five views, 25c. MacDonalds, Alma, Mich. 8-20-1c

MAKERS OF VULCANIZED LIQUID RUBBER

applied by anyone
TANKS—PORCELAIN TRAYS
SINKS—CAMERA BELLOWS
Write for prices and samples

David C. Brown Co.
403 W. Baltimore
DETROIT

Branch
2 Walker Power Bldg., Windsor

See us in Booth #144 at Chicago

BUILD-A-BOOK — the Modern Album — Can be built to any height.



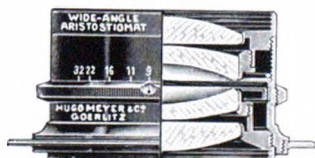
Build a steady, repeat business for yourself by selling these albums and urging your customers to collect photographs of their friends — the latest fad. Build-A-Book takes any size print from the smallest to trimmed 11x14. Looseleaf, pages can be added indefinitely.

May we send you our interesting circular and details?

BUILD-A-BOOK Corporation

203 N. Wabash Ave., Chicago, Illinois

MEYER



NEW

**Aristostigmat f/6.3
Extreme
Wide Angle Lenses**

Covers an Angle of about 100°.

Combining extreme wide angle with extreme speed, this new Meyer Lens has achieved this unusual rapidity at no sacrifice of the essential anastigmatic, spherical and chromatic corrections that distinguish lenses of this series. It is designed, primarily, for architectural subjects, landscapes, reproductions and photogrammetric work—and is indispensable for photographing dim interiors under cramped and crowded conditions. Focal Lengths: 3 1/8 to 7 inches.

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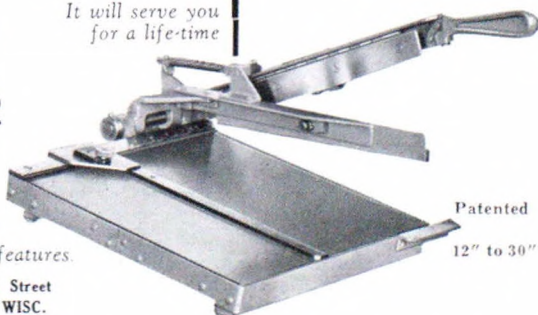
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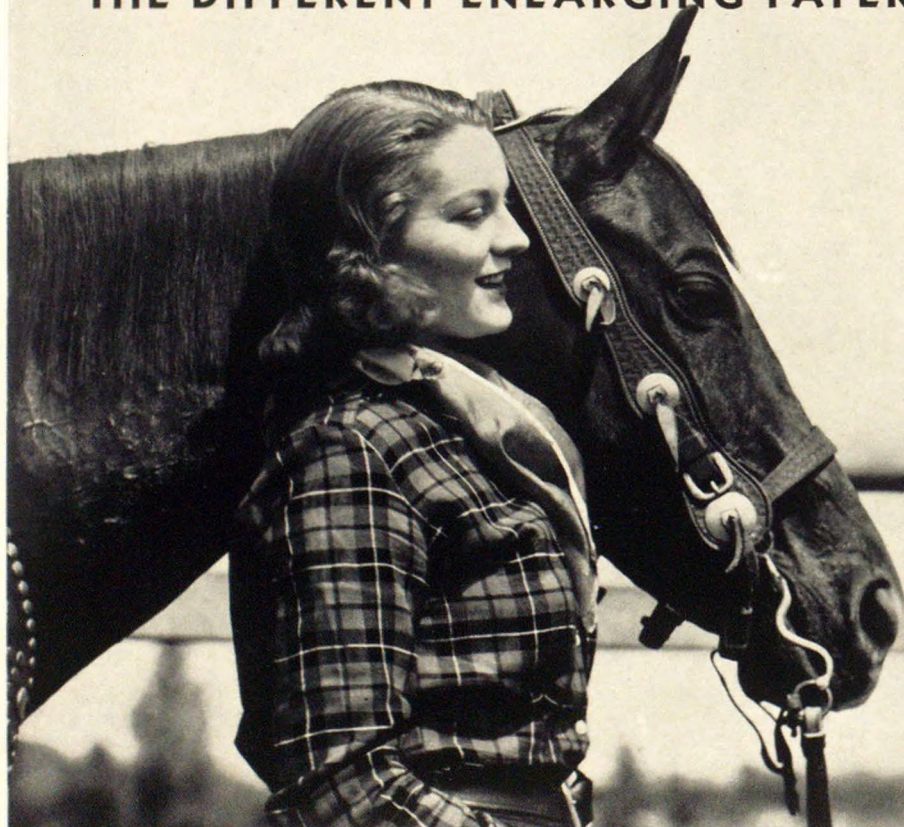
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