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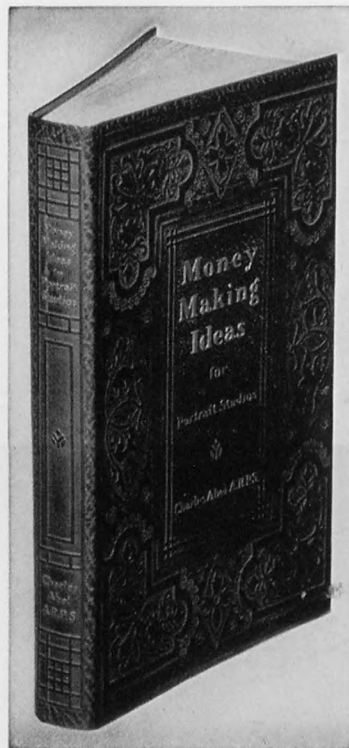
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by J. C. Abel

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**GENERAL  ELECTRIC
MAZDA PHOTO LAMPS**

The Professional Photographer

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A. R. P. S., Hon. M. Photog.

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"Gee, I don't know," Ray said. "Unless it's direct color portraits she means. I've been doing them for a few years now."

"Say, boy, that is great stuff. Realize how many want to make them, how many more are afraid to tackle them, and how pitifully few have dared to make them commercially at all?"

"They are an expensive gamble. But we've had good luck."

"It's more than luck, Mr. Bossert."

"It's work, if that's what you mean."

"Tell us about it. How did you come to take the leap?"

"You want a story, don't you?" We nodded. "Then suppose I begin at the beginning."

So here is his story, as he gave it, as near as we got it. He is an enthusiastic and "on-the-go" young man; therefore, he talks rapidly. And we had to rush our fact-getting because of an appointment dead-line.

Ray was 12 years old when he decided on photography as a career. He was supposed to have been headed for medicine. An uncle was a photo fiend; he traveled in Mexico and the Rocky Mountain West, making pictures as a hobby with an old-fashioned view camera, using 6½x8½ plates. He came home from these

● Jean Maurer, Bob Marsden's receptionist-secretary in the Rinehart-Marsden Omaha studios, talked about various photographers we were to interview on our way back East. When we mentioned Ray Bossert's name, she

I Call on Some Interesting Photographers

By Herbert Thayer Bruce

(A Series of Interviews)

Color Portraiturist

(With four illustrations by Ray Bossert)

said:

"Ray? I used to work with him years ago in Toledo. It was at Livingston's Studio. Just ask Ray if he remembers Livingston's receptionist."

So when we reached Toledo, and made an appointment with Ray, we had an "in."

"Remember the 'knock-out' dark-haired honey of a receptionist in the Livingston Studios?"

"Do I!" Ray exclaimed.

"Well, she said you were doing a swell job and she wanted you to know she thought it was great stuff. So just what is this 'great stuff' business she referred to?"

excursions and developed his plates in an old red barn back of the house in which they lived. The miracles, which the child saw brought to life by the developing process, clinched the deal. A photographer he would be. So he got a vacation time job with Harry H. Simpson who operated a commercial studio in Toledo. He spent two years with Mr. Simpson, two vacation years, and then decided portraiture interested him more than commercial hodge-podge. He learned printing with the late Bill Armstrong in Ann Arbor, Michigan, and then sold himself to the late Charlie Lewis (P. A. of A. past president) who operated a high-type portrait studio in Toledo. We say "sold



Ray Bossert, as the sitter sees him.

himself" because that was the way it was; he offered himself as a messenger boy at \$3.00 a week which was less than the then-employed messenger boy was receiving, so the then-employed messenger boy was fired and Ray got the job. But Mr. Lewis had made a good bargain; Ray stayed. He learned by doing. Then he went to the Lumart Home Portrait Studios. It was there that he got his first ideas for a home portrait studio of his own. Then followed a session with the Livingston Studios to which we have already referred; he took this job as a photographer in order to become familiar with another phase of the business. Mr. Livingston's work was largely school business. Ray often recorded from 100 to 150 sittings a day. Four years of that was more than enough, so back to Lewis he went as manager of the home portrait department. This was a three-year stretch, at the conclusion of which he went into business for himself.

He set out to conduct a strictly home portrait business; his finishing rooms were in his own home, but all pictures were to be made in the sitter's home. When he first started, practically all (95% in fact) business was obtain-

ed from direct solicitation. He does no speculative work whatsoever. He collects a camera charge when a sitting is made. Orders are taken in the home since he has found that the photographer is better able to sell a large order when he is a "guest" than when he is "receiving" in his own studio. But no high-pressure stunts; those he definitely does not believe in. Just plain sales psychology, the exuding of a little personality, and a good set of samples, should clinch an order provided the prospect is at all order-minded. His larger portraits are gold-toned, which makes more lifelike the hair and features. Smaller-sized pictures are pure black-and-white. As the few years have passed in which he has built up the Ray Bossert prestige, his sitters have come to be personal friends. He meets them socially, knows their children's names, and, resultantly, gets better prices for his work; in this instance, intimacy has bred respect. Many of his clients favor miniatures. His process is a photograph with oil over paper, porcelain or synthetic ivory. He gets from \$35.00 for miniatures in gold frames and from \$75.00 for a miniature in a locket in a plush lined case. But his big feature is baby work.

He has taken the album idea and made it a means of to-be-counted-on annual volume. He sells the new album for \$10.00, with the baby's name on the cover. Each new picture is added for a fee of \$5.00 if an order for prints is not given, but without charge if the

The Cover Picture

● "Tom Randolph" is the title of the portrait on our front cover, the work of Weldon S. Burnham, Ogden, Utah. "This man approached me on the street for coffee and doughnuts," writes Mr. Burnham. "I told him I would buy his dinner if he would pose for a picture. Taken with a 4x5 camera, background thrown on a process screen. Mr. Burnham is equally good at illustrative photography and Kodachrome and his studio activities are divided about equally between those two and portraiture. If you want to know more about his background screen, see the July issue of THE COMMERCIAL PHOTOGRAPHER for a more detailed article about him and his work.

parents wish additional prints (and they always do). Album pictures are gold-toned. At the time of our interview, he had over 300 album customers regularly adding to their collection of "growing-up" studies. Album business has proved a means of getting around sales resistance. It has a natural appeal. Another idea he sells is that of a particular type of picture for a particular type of home. Strangely enough, that is a thought many customers would forget to consider.

His equipment is quite elaborate; perhaps "complete" is a better way of putting it. He carries everything that might be used in a studio, and often enough he uses all of it. He photographs on a 5x7 negative but can project from stamp-size to life-size. He makes oil paintings of photographs, charging and getting from \$350.00 a portrait. When we saw him, he had sold four. Toledo, to our surprise, has proved to be a market for direct color portraits. And in the hundred-odd photographers we interviewed, we have met but one, Gaescha

Ljungdahl, who has had the courage to establish himself for that type of portrait work; we do not include the many illustrative photographers who make color shots of girls, and men, for magazine copy. Some reader photographers may object to our use of the word "courage" in this connection. We do not imply that any we have talked with are lacking in courage; on the other hand, direct color portraiture is a financial gamble which many feel they cannot afford to risk because of particular cities or clientele they serve. Mr. Bossert is, apparently, fortunate in finding a market in Toledo. But if Toledo, why not Milwaukee, Omaha, Buffalo? Ray uses the Bermpohl one-shot camera and prints by the carbro process only. His regular printer can make carbro prints "to perfection." The fluorescent lamp is part of his equipment, and he has designed an all aluminum folding fluorescent lamp, containing 10 tubes, that may be carried with him in his automobile-studio. The reactors lie in the case fastened to the tripod, thus eliminating all



Home portrait by Ray Bossert, Toledo, Ohio.



Another Bossert home portrait—and still another a couple of pages farther on.

overhead weight. Total weight of lamphead is 15 pounds. His lighting theory is the use of a large main light source, a reflector, and a back-light for the hair. This, he finds, reduces retouching. Retouchers have to be such skillful artists that good ones are few and far between; hence, any method which tends to eliminate retouching is a valuable boon.

Ray divides his business into about 50% children, 20% wedding and 30% general portraiture. Yet, he finds time to do a little exhibiting. He received a silver medal for the second best portrait of a woman at the P. A. of A. Exhibit in Chicago in 1936. Along with many of his fellow-craftsmen, he lectures to

amateur photography club members. This lecturing has a decidedly beneficial sales value since it creates word-of-mouth prestige in the homes from which he draws his business.

When Mr. Bossert went into home portrait photography, he did so with a vengeance. He works from his home on Sherbrooke Road which is in the suburban section of Toledo, some five miles or so from the city proper. The atmosphere of his place is very much "home" despite the pictures hung from the living-room walls which suggest a studio reception room and despite the office effect of the dining-room which is reigned over by a secretary (could she have been Mrs. Bossert? We neglected to

inquire if there was a Mrs. Bossert). His developing and printing laboratories are in the basement. Apparently he has settled in the heart of his professional territory just as any other business man would take office space just around the corner from potential customers. Our notes infer that Ray is now but 34 or 35 years old. Certainly he has gone far in the few years that maturity in his work has placed behind him. Yes, Jean Maurer. If you

ever have occasion to read this profile, you will know we heartily endorse your statement that "Ray has done a swell job of it." But we take our hat off to him for an added, yet equally important reason. He has dared to become a direct-color portraiturist. And if direct-color portraits are to drag portrait photography out of its lethargy by its proverbial bootstraps, others must follow the example Ray Bossert has set.

Another Way of Co-operating with the Local Newspaper

By William Fowler

(With two illustrations by courtesy of Mr. Fowler)

● Last fall photographer William Fowler, Bay Shore, L. I., N. Y., sent another photographic publication a booklet he had been using with considerable success. As the idea was out of their field, the editor was good enough to send the booklet and Mr. Fowler's letter to us. The booklet, 16 pages and cover, not elaborate, is devoted entirely to composite groups of children photographed by him, pages being printed on one side only. We reproduce the cover and a sample page, and quote from the title-page:

"This booklet, compiled by William Fowler in conjunction with the *Bay Shore Sentinel*, is being presented to you as a memento of the year 1938.

"It of course covers only a cross section of the youth of Bay Shore and vicinity. Many parents did not at this time desire to have their children photographed, others were out of town or ill, and still more due to our limited time were not approached. However, photographing those herein included was a pleasurable task, and I am sure this booklet will prove a cherish-
ed souvenir.

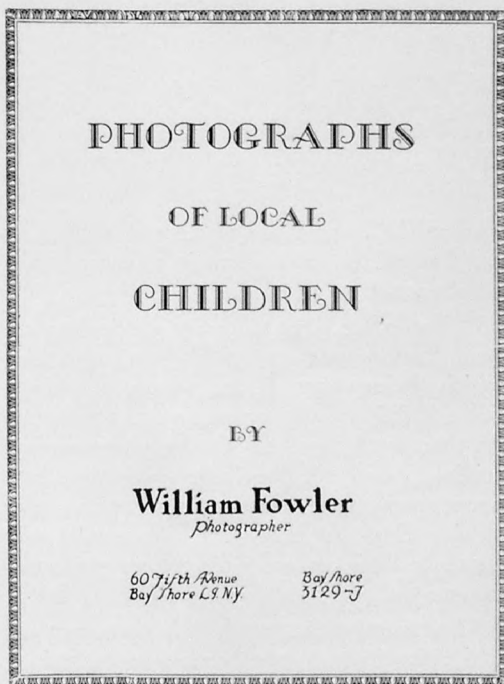
"May I at this time thank all those who helped in creating this booklet, and especially Mrs. Harold Bittner for her aid in contacting the mothers and making the appointments, a task requiring much time and infinite patience."

And now for Mr. Fowler's letter:

"Enclosed is a booklet which I put out last year following an eight-week newspaper series. This year's booklet is not yet finished. The idea was to combat the influx of out-of-town photographers who can use the phone for high-pres-

sure sales. It gives a chance for increased value for the money spent in advertising, since I can send the finished booklets to a selected group of people and as they know many of the children pictured, they are apt to keep the booklets around for others to see."

All of this sounded worth-while but merely served to whet our interest as it appeared that Mr. Fowler had struck on an idea which might well be followed to advantage by many of our



The simple cover of Mr. Fowler's booklet.

Sample page from the booklet described by William Fowler in his accompanying article. A profitable piece of cooperation with the local paper, and yet not too expensive for the average studio.



Top row, left to right, Thomas, Edward and Joseph Cronin, sons of Mr. and Mrs. William Cronin of Bay Shore; Richard Smith, son of Mrs. Virginia Smith of Bay Shore; Ariene and Joan Weth, daughters of Mr. and Mrs. Herbert Weth of Brightwaters.

Second row, left to right, Joan and Patricia Iby, daughters of Mr. and Mrs. Clarence Iby of Bay

Shore; Elaine Wisnack, daughter of Mr. and Mrs. Albert Wisnack of Bay Shore; Alice, John and Peter Hulbrook, children of Mr. and Mrs. Montague Hulbrook of Bay Shore.

Third row, Peter Prygocki, son of Mr. and Mrs. John Prygocki of Bay Shore; Rita Mary Garretson, daughter of Mr. and Mrs. E. F. Garretson of Brightwaters; Jo-Ann Dee Griffith, daughter of Mr. and Mrs. W. W.

Griffith.

Fourth row, Phyllis, Calvin and Eunice Starke, children of Mr. and Mrs. Charles Starke of Brightwaters; Marilyn Austin, daughter of Mr. and Mrs. D. K. Austin of Brightwaters and Josephine Pisco, daughter of Mr. and Mrs. Joseph Pisco of Brightwaters.

Photographed by William E. Fowler

readers. We therefore wrote and asked if he cared to tell us more about it, to which he was good enough to reply:

"Soon after I opened my studio here the local newspapers solicited my advertising which, being new in the village, I willingly gave. I did not ask or receive any more favors than the other local photographers were receiving. I had not been here a year when both newspapers ran photographic campaigns, using outside photographers with high-pressure sales methods. This certainly did me no good and I assume the other local studios fared no better.

"I promptly contacted each newspaper and told them there would be no more advertising also inquiring, with some sarcasm, how they could honestly preach the development of local

industry when they violated their own advertisers' confidence at the first opportunity. Both papers seemed surprised that I should feel resentment but the next summer one of them, wishing to try a similar plan of running a weekly series of photographs of children, asked me to take it over with the understanding that in return I would resume my advertising.

"This I have done now for two years, but instead of putting all my money into the newspaper advertisements, I have the paper make up a few hundred booklets when the series ends. These I can send to selected people whom I wish to acquaint with my name and work. As I said in my first letter the booklets are shown around and I receive considerable additional advertising as a result.

"I supply the cuts to the newspaper and as this one, like most small-town papers, uses a flat-bed press, I can have the cuts made 100-line screen which will show up satisfactorily in the paper and at the same time give me better results on coated stock in the booklet than the usual 66-line newspaper cut would produce. I make all the contacts, deliver the proofs and make the sales. This is a speculative proposition of course but I want to emphasize that every child photographed gets its picture in the paper and the booklet whether or not the parents buy any photographs. As the proposition was originally made to me by the paper and I make no promises that are not kept, it is entirely legitimate. I don't have to tell other photographers that speculative work with youngsters is

almost invariably profitable. As I say, all pictures are published, for I believe no local photographer can afford to risk feelings of his potential future customers by such a slight as they would feel if the pictures did not appear.

"The newspaper is well pleased, especially since in selling the prospect on the idea of being photographed the paper's name is mentioned and in most cases the parents buy a number of copies of the issue in which the picture appears. The photographs are made in the studio, or in the homes or gardens, depending on the preferences of the parents, but whatever type of picture is taken, only the head is used in the paper. At the end of each week the paper mounts up the prints and sends the composite to the engraver."

Practical Photographic Technique for the Professional

By Charles H. Shipman

(The Sixth in a Series of Articles)

The Chemistry of Development

● When light passes through the lens and reaches the emulsion the energy of the light causes some sort of change in the silver bromide particles imbedded in the gelatin of the film. Just what this change is is not known certainly and it is of little importance for the practical photographer to know what the theories are as long as he can make proper use of this change. The process of utilizing the effects of light on the emulsion of the film is called development, and consists of reducing the silver bromide particles to metallic silver in a finely divided state in which their color is black. This reduction is supposed to be in proportion to the effective action of the light so that the densities of the negative will represent the tones of the subject in reverse, lights for darks and darks for lights. However there is no known method of development which will do this exactly even in the region of correct exposure and in the regions of under- and over-exposure the densities are far from being correct. The result is that a negative is never a correct representation of the subject. However we are so used to seeing these incorrect results that they seem all right to us. But when we think of the limited range of tones from

the white of the paper to the deepest black we can produce on that paper and compare this range with the range of a brightly lighted scene with its high-lights and shadows we can see why it is so impossible to produce a print with a tonal range equal to that of the subject. Thus it may be seen that the secret of securing prints that will be pleasing representations of the subject depends on our knowledge of exposure and development of the negative so that it will produce a print with the proper number of tone steps required to properly depict the subject. As all methods of depicting a subject on paper or canvas are subject to the same limitations the photographer is no worse off than the artist who uses paints or charcoal or other media, the advantage of the artist being that he can change locations of objects and put in or leave out items as he likes. It is impossible for the photographer to do this to any great extent without handwork which takes the result out of the realm of pure photography.

Our purpose is to so relate development to exposure as to enable us to secure a print with a tonal range of as many tones as the subject has although the difference between tone must be less than that of those of the

subject, due to the short range of the papers in use. As we all know soft papers will produce more separate tones than hard papers and thus they will be most suitable for negatives of long scale, but in any case the negative should not be of so long a scale that no paper will reproduce it. For this reason lighting, exposure and development must all be adjusted to each other. Since, outside of the studio, it is not possible to adjust the lighting all depends upon exposure and development being properly done. The old rule to expose for the shadows and develop for the highlights is still effective, but how best to do this is not so certain.

There are several methods of developing of which the chemical is the oldest and the best in spite of the claims of some of the new methods. One of the more recent systems is known as physical, that is, silver is made to deposit on the exposed parts of the film from a solution containing a silver salt, or the solution dissolves some of the silver from the silver bromide of the negative and deposits it. With the silver in the solution it is possible to fix the film first and develop it afterwards, due to the fact that exposure has in some way changed the gelatin so that selective deposition can take place. However the physical method can not do as good work as the chemical due to the fact that it requires a stronger exposure in the shadows in order to secure any deposit there. This means an increase of exposure or a loss of film speed. The same is true of any method of fine-grain development, as to secure fine-

grain it is necessary to keep the gelatin so hard during the development that the grains can not clump together, which confines development to the surface of the film.

Any developer strong enough to penetrate into the emulsion must soften it so that clumping would result, and a strong developer is necessary for high density with short exposure. Therefore with all fine-grain developers increased exposure is necessary if high density is to be had. However if the photographer can make good prints from soft or slightly flat negatives then the increase is not necessary. This is possible by choice of the right kind and grade of paper. The greatest trouble with chemical development has always been the difficulty of bringing out the shadow details without blocking the highlights so as to make them unprintable even on soft paper, that is, the contrast of such negatives is so high that there is no suitable paper made for them. There are several methods of holding back the highlights that work more or less effectively. One is to soak the film in cold developer, then squeeze it to glass or celluloid and allow it to develop for about 15 or 20 minutes. If the developer is of the right strength the highlights will exhaust the developer they have absorbed before development is complete but the shadows will develop as far as the exposure will permit, that is to the limit, as they have absorbed more developer than they need. This keeps the contrast within the range of the papers available. This would be a good method to use but is considerable



On another page you will read about the picnic enjoyed by a number of Texas photographers at Stephenville, where they were guests of Mr. and Mrs. King Baxley. Here's the group.

trouble and sometimes the films do not leave the glass or celluloid in good shape. Several other methods have been brought out recently for securing the same result but have faults of their own. The oldest of all these methods is the divided developer method, and it is by far the best not only in speed but in results. This is done by making the developer in two parts, all but the alkali in the first part. The strength of the solution of agents and preservative is such that the film will in one minute soak up enough to carry development to just the right point when it is put into the solution of alkali, for one minute, or for fine-grain with a weak alkali for three or four minutes. This system also is called automatic and twin speed. It may be purchased or made up from formulae that have been published from time to time. It is the best system for all ordinary work and may be modified for high contrast or for any effect desired. With it a ten-year-old can do as well as the most experienced worker. It is also fine for prints, enlargements, lantern slides and other positives.

Most developing agents work best in the presence of an alkali but there are exceptions such as Amidol and others which need no accelerator. There are many developing agents and all of them must be able to reduce the exposed silver bromide without affecting the unexposed. There are none that do not slightly affect the unexposed silver bromide thus causing fog, and with some the amount of alkali must be very carefully proportioned to avoid excessive fog, as Pyro for an example. In the early days iron oxalate was the developer used and it was as good as anything that is in use today but it was troublesome to make and as soon as other agents came on the market it was given up. Today Metol and Hydroquinone are the ones most used. Metol is a soft working developer that starts development quickly and gains density more slowly. It is very suitable for fine grain effects. Hydroquinone starts slowly and gains density more rapidly. It is a high contrast developer and thus by a combination of the two it is possible to vary the contrast of the developer by the composition of the developer as well as by the time of



Home portrait by Ray Bossert, Toledo, Ohio

development. Nearly all of the present-day developers are derived from benzene, a coal-tar product, by substitution of some radical, hydroxyl or methyl for some of the hydrogen atoms in the benzene ring. Some are simple as Hydroquinone with two substitutions, Pyro with three and some are very complicated, with more substitutions as well as being salts of acids, as Metol. There are several books on photographic chemistry that will give details to any one that may be interested. Amidol requires only sulphite and bromide and is one of the best developers for bromide papers giving fine blacks. It is also a good film developer but fixes out more than most so development must be carried to a greater degree than usual. Glycin is a slow developer and is used mostly for tank work. It gives a very fine black deposit and is of good contrast, and as free from fog as any and may be used for very prolonged development. It must be well rinsed from the film before it is put into the hypo or stains will result. Used

with tri-sodium phosphate it is a fine developer for bromides and chloro-bromides, giving very fine blacks. Adurol which is monochlor-hydroquinone or monobrom-hydroquinone is between the rapid developers like Metol and the slow ones like Hydroquinone and Glycin. It is not easily oxidized, keeps well and may be used over repeatedly.

The Photographers' Association of America Officers:



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Program Complete for 1940 Convention

• With the features that follow the entire program for the 53rd Annual Convention of The P. A. of A., to be held at the Stevens Hotel, Chicago, from August 19 to 23 inclusive, is complete. In our next issue, which will be our Annual Convention Program and 16th Annual Directory Edition, you will find the whole story of the convention, hour by hour and day by day. Included will be the program of The National Photographic Dealers' Association Convention, the floor plans of the big Trade Show and the complete list of exhibitors and all the many sections of The P. A. of A. program. Watch for that issue and file it away—aside from the convention news you will want to keep the Directory for reference during the coming 12 months.

A surprise feature of such general interest and im-

portance that it will be presented at a joint session of the Commercial and portrait Divisions on the afternoon of Tuesday, August 20, will be entitled "New Light on Photography." One of the most revolutionary developments in photographic history will be demonstrated by Chas. D. Kaufmann, Hon.M. Photog., Edward J. Cook, M.Photog., and Del. Long, all of the Kaufmann & Fabry Studios, Chicago. Actual photographs will be made covering the fields of portraiture, commercial and illustrative work and action photography, with all action stopped cold at exposures ranging from 1/30,000th to 1/1,000,000th of a second—believe it or not. This demonstration will be held in the Grand Ball Room of the Stevens, where a crowd of 2,000 can be seated comfortably.

The demonstration just mentioned concludes the Portrait Program, while the eighth and final demonstration for the Commercial Program will be "Posing and Lighting Hands and Feet," by H. S. Copeland of the Grignon Studios, Chicago. Those who have admired Mr. Copeland's illustrative work in the annual picture exhibits—for he always succeeds in having a number of prints accepted by the Judges—will realize his ability with models. In illustrative work hands and feet are important, not merely by themselves as vehicles for showing off gloves, shoes or stockings, but as parts of the general composition; their proper placement and lighting can make or mar any photograph.

Gene Garrett of Minneapolis, Minn., whose studio and business methods were the subject of an article in these columns only recently, will present a talk entitled "Business Promotion for the Portrait Studio," which completes the Business Promotion Program. The Photo Finishing Program is now also complete with the addition to the list of Alfred L. Turner, Anderson, Ind., whose subject will be "Photo Finishing Keeps People Coming to Your Studio."

Before we leave the program, Roy Hirshburg, Richmond, Ind., whose talk on the Business Promotion Program is entitled "Advertising for Studios of the Smaller Cities," asks us to point out that he has no intention of limiting his talk to newspaper advertising, as the title might indicate. "I intend," he writes, "actually to show how I arrange pictures, frames, miniatures, signs, decorations, etc., so as to make them the most effective both in their artistic and commercial values. I will show how the photographer's display case can be made, not only attractive, but a definite force to sell photographs. I will show how to tie up advertisements in the newspaper with the exhibits in the case so people will actually go home and talk about it and how not only to make them talk but create in them the desire to go themselves and 'have their pictures taken.' The window display demonstration which will be part of my appearance on the program will interest every portrait photographer, I promise you."

So far we have said little about entertainment. The Opening Ball will take up Monday evening,



Round Corners **ARE AN ADVANTAGE**

PRINTS that are handled a great deal show the first signs of wear at the corners. The Eastko Corner Cutter gives your prints the longer wearing advantage of round corners—trims as many as fifty single weight prints at a clip. Sturdily built . . . self-sharpening interchangeable blades . . . spring-actuated handle. Blades supplied for $\frac{1}{8}$ -, $\frac{1}{4}$ -, $\frac{3}{8}$ -, or $\frac{1}{2}$ -inch round corners. Eastko Corner Cutter, complete with one cutting unit, is \$15, at your dealer's. The $\frac{3}{8}$ -inch cutting unit is supplied, unless otherwise specified. Extra cutting units, \$5 each. Add this convenience to your workroom equipment.

EASTMAN KODAK COMPANY, Rochester, N. Y.

the festivities starting at 9:00 P. M. The orchestra will be Johnny Jones and the Jones Boys, there will be two cabaret shows and in addition the famous Hollywood Hobbyhorses, which mean gales of laughter for everyone present. Tuesday evening will be President's Night, with the usual formalities from 8:15 to 9:30 P. M., after which Russ Wildey and his Orchestra will take over. Again there will be two cabaret shows, different of course from those of Monday. Wednesday evening will be amateur night, with cash prizes for the winners and Al Diem and his Orchestra presiding. The Annual Banquet, on which occasion The P. A. of A. and the N. P. D. A. will join for the evening, takes place Thursday evening from 7:30 to 10:00 P. M. During that time the usual introductions and presentations of Masters' Degrees will take place; there will be balloons and favors for the ladies, and special music will keep things moving. Then from 10:00 P. M. until 2:00 A. M., there will be dancing to the music of Harold Sells and his Orchestra, as well as cabaret entertainment and special features. Frank Shepard will be Master of Ceremonies throughout the Convention, while all entertainment features will be under the general supervision of the Ladies' Reception Committee headed by Mrs. George F. Grignon and Mrs. Charles Bass.

Better get your room reservation in immediately if you plan to stay at the Stevens, the official hotel where the entire affair will take place. Rates there start at \$3.00 and \$3.50 a day single. The \$3.00 rooms are limited, naturally. We are guaranteed 100 of those and 500 in each of the next two brackets but at the rate they are now being taken there won't be many left by the end of July. If you want to stay elsewhere, the Congress Hotel, with lower rates, is only a block from the Stevens, on Michigan Boulevard, while the Harrison, with rates still lower, is just around the corner on Wabash Avenue. But wherever you plan to stay, make your room reservation now.

Photographer Not Required to Keep Negatives

• One of the P. A. of A. members recently sent in a couple of questions concerning portrait problems which, although we felt no satisfactory reply would be forthcoming, we sent to The Association's legal counsel in order to get the matter on record. The letter and reply will interest every portrait photographer.

From Carl Cubberly, Cleveland, Ohio: "In common with other photographers making wedding portraits I occasionally experience trouble with proofs not being returned and finished orders not being called for after only a comparatively small deposit has been made. My problems under these conditions are as follows: 1) How long am I legally required to keep the negatives after a sitting is made, proofs delivered but not returned and a deposit left by the customer? (If there is a legal time limit to a photographer's responsibility a bit of diplomatic pressure from that angle might result in clinching the tardy order.) 2) Is there any legal recourse to force the delivery of uncalled-for portrait orders? If so, what are the steps to be taken?"

Answer by The Associations' Legal Counsel: "Mr. Cubberly inquires whether there is a legal time limit for photographers to keep the negatives after a sitting is made and proofs are delivered, but not returned, and secondly, whether there is any legal recourse to force the delivery of uncalled-for portrait orders. In answer to the first question, there is no such legal limit. The photographer is required to keep the negatives for a reasonable time; such time is dependent somewhat upon the circumstances in each individual case. As a practical proposition, however, we suggest that the photographer not destroy the negatives even after holding them for a reasonable time, without first contacting the customer to

Membership Honor Roll

Every member of The Photographers' Association of America is expected to sign up
ONE NEW MEMBER

The following members have done their duty — when may we add YOUR NAME to this list?

Member

R. R. Hutchison, Pullman, Wash.
J. Bryant Shoberg, Chicago, Ill.
Paul F. Wise, Anchorage, Alaska
Michael Birch, Elgin, Ill.
Houck Studio, Corona, Calif.
Keith S. Costain, Miller, S. D.
Lee M. Davis, St. Louis, Mo.
E. D. Cespedes, Pomona, Calif.
W. Bennie Degn, Logan, Utah
Clark H. Rutter, Grove City, Pa.
Mel. Thurman, Abilene, Texas

New Member

Hutchison Studio, Moscow, Idaho
Miss Margaret Smith, Highland Park, Ill.
Jackson's Photo Shop, Palmer, Alaska
Jack B. Hill, Dundee, Ill.
Robert G. Nohnberg, Riverside, Calif.
Frank Pribyl, Huron, S. D.
Richard Kern, Belleville, Ill.
Mrs. Leota Bentley, Monrovia, Calif.
A. W. Anderson, Preston, Idaho
Charles Wm. Haid, Grove City, Pa.
Mrs. J. T. Howell, Colorado City, Texas

YOUR Advertising Campaign For a Full 12 Months

Nothing To Write — All Ready To Use
A Time-Saver — A Business-Builder

for **EVERY PORTRAIT STUDIO**



All ready so you can tear out the one you want each week—each day—twice a week—and give it to your newspaper. All type and effects prepared by a newspaper man so they can be readily duplicated even by small-town newspapers and printers. If you do no newspaper advertising these can be used on postcards or in other forms of direct-mail, or will provide a mine of advertising phrases and layouts from which to write your own ads for several years. Only one to a page, so when you tear one out you do not waste or lose another. Handsome high-gloss cover which will stand plenty of handling; modern wire binding; printed on fine coated paper.

100 ADVERTISEMENTS for PORTRAIT STUDIOS

by Charles Abel

Only \$3.00 Postpaid
(Cash With Order)

CHARLES ABEL INCORPORATED
520 Caxton Building - - - Cleveland, Ohio

ascertain why the proofs are not returned. Should the customer absolutely refuse to carry out his contract by returning the proofs, he will have broken his contract, and it is our opinion that the photographer could then sue, if not for the contract price, certainly for his loss of profits. It is impossible to state a rule of law that has equal application to all the states of the Union. We know of no legal recourse the photographer could take to force the delivery of the proofs. His remedy would be a suit for breach of contract and his measure of damage as above mentioned would be in some jurisdictions the original contract price, or certainly the loss of the profit he would have made on the order."

Correction—Hall-Gentry Studios Not Guilty of Refusing to Honor their Coupons

• In the June 20 issue of *THE PROFESSIONAL PHOTOGRAPHER* the Association published an article on page 370 in which it was stated that a number of coupons issued by Hall-Gentry Studios had been sold in Arkansas and that the Company had refused to honor the coupons. The Association, after further investigation as to the facts surrounding the alleged complaint, wishes to state that the actual grounds of complaint involved the use of technical terms in advertising during its anniversary sale in 1937. All matters involved in the complaint filed before the Federal Trade Commission have now been satisfactorily adjusted.

Latest Offerings of the Manufacturers and Dealers

Where addresses are not given, a postcard request will bring them to you promptly

• **Price Industries Corp.** Princeton precision glass filters in 10 different colors covering all amateur needs. Solid, precision glass, dyed-in-the-mass filters in 19mm to 42mm sizes at 85c to \$1.50. Moulded Tenite sunshade and filter holder, five sizes, also special for Leica and Contax, \$1.00 each. Princeton fluorescent enlarging lamp, for all enlargers from 35mm to 3¼x3¼ and for condenser enlargers to 4x5; 60 cycles a. c., 110-120-volt; \$12.75. In small metal housing with standard screw plug to fit socket your enlarger replacing present lamp. Produces cold light matched to paper sensitivity; permits sharper enlargements; preserves tonal gradations; costs little; has life of 2,000 hours.

• **George Murphy, Inc.,** 57 E. 9th St., New York City. Catalogue #400, just out, 6x9, 272 pages and cover. America's largest and oldest catalogue of everything conceivable in photography, carefully indexed and completely illustrated. Too expensive to give away—sent on receipt of 25c in stamps which will be credited against first order of \$1.00 or more. When it comes to equipment and supplies this catalogue is the nearest thing to an encyclopaedia which we know.

• **Westinghouse Lamp Div.** Write for *Booklet A-3618, Fluorescent Lighting*, which explains working of fluorescent equipment and auxiliaries. Contains many illustrations, also tables of technical data and wiring diagrams. Answers questions on d. c. operation, color, stroboscopic effect, temperature effect in outdoor operation, radio interference, lighting costs, etc. No charge.

• **Wabash Photolamp Corp.** New 4-page 8½x11 circular listing complete line Wabash Superflash lamps, with tables of important information: total light output, curve characteristics, flash and flood exposure times, focal plane work, direct color, etc. Sent on request.

• **E. Leitz, Inc.** Minicam users will welcome new Leitz shoulder grip: flat, elliptically shaped piece of material with toothed rubber under-face and two pairs transverse slits through which shoulder strap is inserted. Properly assembled, becomes in effect broad-surfaced non-skid part of strap. Obviates necessity of wearing strap across chest and completely stops slipping. Only 75c with upper surface in black leather, cowhide or pigskin.

• **Vokar Electronic Products Mfg. Corp.** Announcing *Scratchpatch*, guaranteed to make even the most hopeless scratch on a negative invisible when projecting or contact printing. Can also be used on color transparencies to eliminate scratches when projecting. 50c a bottle.

• **Central Camera Co.** Free on request; their Central "Summer Specials" Bargain Book. Includes their latest list of used equipment "Certified OK" and large selection new items marked down for immediate sale.

• **Fink-Roselieve, Inc.** Develochrome is new toner producing colored images by developing action, in red, yellow, blue, sepia, sea green and snow blue, which can be mixed if desired. Process originated by famed photographic illustrator Anton Bruehl. Print is exposed as usual; placed first in tray containing color developer and developed there for color only; then into tray of plain water. Fixing is in plain 20% hypo, followed by second wash in plain water. Richer tones obtainable by additional processing. 75c per 4-oz. bottle in each color; 75c per can for the developer.

All Photographers Invited to Exhibit

No Entry Fee or Deposit No Entry Forms to Fill Out

Just Follow These Simple Rules

Picture Exhibit---53rd Annual Convention

Chicago, Ill.

The Photographers' Association of America

August 19 to 23, inc., 1940

1. Any professional photographer or studio employee, whether or not a member of The Association, is eligible to submit prints.

2. All prints must be submitted in one of the two following classes: Portrait or Commercial.

3. No entrant may submit less than three (3) or more than ten (10) prints in either class.

4. Any entrant may submit prints in both classes, but the entry for each class must be sent in a separate package, addressed as explained below.

5. Every print must be suitably titled, so it may be identified if a Certificate of Merit is awarded, such title to appear on the front of the mount, below the print.

6. Due to customs difficulties and expense, exhibits will not be accepted from any countries other than the United States and its possessions, and Canada. Later instructions will be issued for Canadian entrants.

7. In the case of entries in the Commercial class and for the information and guidance of the Commercial Jury, a typewritten explanation in not over fifty (50) words of the purpose of any photograph or specific difficulties involved in its making may be placed on the back of the mount.

8. All prints must be mounted. No prints on mounts larger than 18x22 inches or smaller than 11x14 inches will be considered, except photographs of banquets or conventions, panoramas or aerial views.

9. Any photographic process may be used except transparencies. Direct color prints or hand-colored prints will be considered provided the process used is stated on the back of each mount.

10. No prints will be considered which have previously been exhibited in any competition, exhibition or salon in the United States.

11. No prints will be considered which are in frames or under glass, but Kodapak, Cellophane or similar coverings may be used over prints and mounts and should be used when print surfaces are perishable or easily damaged.

12. Complete name and address of the individual entrant, in addition to the studio name, must appear on the outside of each package, and also on the back of each mount. Without this, return of entries cannot be assured.

13. The name of the entrant must appear on the face of the mount; the studio name may also appear if the entrant desires to include it.

14. All entries will be returned by express collect. Do not send return postage, either separately or in the package.

15. The closing date is August 10, 1940, and no entries will be considered which arrive thereafter.

16. Portrait entries should be addressed as follows:

Portrait Jury of Selection
Photographers' Association Convention
Stevens Hotel
Chicago, Ill.

17. Commercial entries should be addressed as follows:

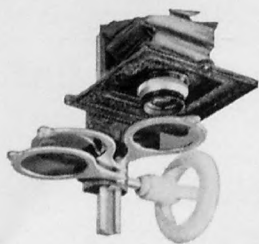
Commercial Jury of Selection
Photographers' Association Convention
Stevens Hotel
Chicago, Ill.

18. The Association reserves the privilege of selecting prints from either class for its Traveling Loan Collections or for publication in its annual book of convention photographs, or both, in which case prints so selected will not be returned. The entry of prints in this picture exhibit shall be automatically construed as consent by the entrant to their retention and use by The Association, at its option.

19. Each entry, when returned, will be accompanied by a brief discussion of the entry as a whole and a detailed criticism of at least one print, such discussion and criticism being the consensus of opinion of the Jury of Selection for that class.

20. Handsome Certificates of Merit will be awarded to all entrants who have one or more prints accepted for hanging in either class. These Certificates will bear the titles of the prints which were hung and will state the number of Merits awarded in accordance with The Association By-Laws, as follows: "1 Merit for each print accepted by the Jury of Selection and hung in the picture exhibit at any annual convention of The Association, provided that no exhibitor shall receive more than 5 Merits in that same calendar year . . . 1 Merit for each print selected, with a limit of 2, for the Traveling Loan Collections of The Association from the picture exhibit at the same annual convention . . . in addition to (the above)." Such Merits will be recorded in The Association Office and will be credited toward the 25 necessary before application may be made for the Degree of Master of Photography as explained in the By-Laws.*

* For more detailed information about the Merit System and Degrees, write The Executive Manager, P. A. of A., 520 Caxton Bldg., Cleveland, Ohio.



Tri-color filter set for the enlarger.

• **Burke & James, Inc.** Tri-color filter set for making color separation negatives, in Solar metal mounts to attach in place of regular ruby filter; to fit all Solar enlarger models having lens board front. Includes three Wratten gelatine filters in standard red, blue and green colors; change from one to the other with a touch. Price \$4.50 the set. (See illustration)

• **Norman-Willeys Co.** Latest catalogue #74-T is called *Camera-Log*; 6x9, 80 profusely illustrated pages. Equipment of all kinds for both professional and amateur, plus announcements of some new items and processes. On request.

• **Agfa Ansco, Binghamton, N. Y.** Agfa 5x7 Universal View camera now available with special 4x5 back or with both regular 5x7 back and 4x5 reducing back. New outfit includes following features: focal extension 20" without use detachable parts; 5 1/4" square lens board; tilting front with both rising and sliding adjustments; swing-back with wide adjustment; cherry and basswood construction with brass fittings and fine leather bellows; back of camera permits using sliding ground-glass attachment for split 5x7's when wanted. With 4x5 back at \$72.00; with both backs \$86.00.

• **Weston Electrical Instrument Corp.** New Weston Master Cine photoelectric exposure meter has all advanced design features universal Weston Master plus 25° sharp-shooting viewing angle (providing same coverage of scene with meter as with camera lens) and pre-set type of exposure dial. Film speed ratings from 0.3 to 800 Weston. Price \$24.00.

• **Photochrom.** Offering carbro-quality prints from Kodachromes at quantity production prices: trimmed 8x10 size from \$1.62 each in 100 lots to 66¢ each in 1,000's. This is same firm which recently offered the more expensive Chromura print service. Prints claimed to reproduce Kodachrome's full spectral and tonal range.

• **Fotoshop, Inc., 18 E. 42nd St., New York City.** Will soon issue a *Hand-Book of Color*, to contain complete description every type and make color camera, as well as equipment, materials, etc. Also laboratory instructions for all color processes, technical data and thorough basic course on fundamental principles of color photography. Edition will be limited. Better reserve your copy now—price is only 25¢.

Also announcing easy payments on new and used cameras, lenses and other equipment, over periods as long as one year. No interest or carrying charge on new equipment; only 10% over regular cash price for used equipment.

• **Bell & Howell Co.** New Filmotion intermittent film viewer said to produce exceptionally clear and steady moving image; sharp to edges due to special anastigmat lens. All reflecting mirrors front-surfaced and aluminized. Convenient controls for focusing and framing; uses 30-watt lamp. Well-shielded viewing screen; available for 8mm or 16mm.

• **Photo Utilities, Inc.** Utilo prepared bromoil bleacher, formerly imported in two-end pasteboard cartridges, now made here and supplied in unit of two glass vials each with bakelite top. Unit makes 16 oz. solution; costs 25¢. New adapter kit, priced at \$4.50, to make Bantam size film, including Kodachrome, available for Exakta Junior, A, B and C, also Night models of vest-pocket size. Includes metal masking frame for camera back, another for use in focusing hood and four spool adapters, all in box. Also Utilo lens caps finished in satin chrome with six adjustable prongs to insure perfect fit. From 90¢ in 51mm size to 40¢ in 16mm.

'Tis Here, Maybe!

News and Gossip about
Portrait Photographers

• Four years ago the Kalart Company conducted their first prize contest for the best pictures made with Speed Flash equipment. Now they announce the fourth such contest, closing December 31, 1940, with \$500.00 in merchandise prizes, 35 in all. Both outdoor and indoor pictures are acceptable. The entry form gives all details and may be obtained from the company or any dealer in Kalart equipment.

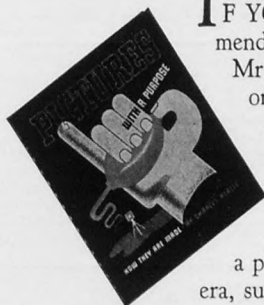
The Fox River Valley Photographers' Association (Wisconsin) held their third 1940 meeting at Green Bay on the night of June 3. In the picture exhibit first award went to Louis Wollersheim, Manitowoc; second to John Froelich, Appleton; third to Gilbert Larson, Fond du Lac. Al. Schneider was host to the gathering.

Charles Wiedner, Vallejo, Calif., died there on May 16. He was once a well-known photographer of San Francisco where for many years he was active in school and scenic photography.

Now with the phototechnical division of the Washburn Photolamp Corp., 335 Carroll St., Brooklyn, N. Y., is Rush Munder, founder of the Munder Electrical Co., Springfield, Mass. Mr. Munder, first to make foil flash lamps for synchronized use and first to pioneer the self-filtering type of flash bulb

Pictures with a Purpose

By Charles Kerlee



IF YOU are interested in illustrative photography, we recommend this as the most helpful book yet published on the subject. Mr. Kerlee has selected 24 fine illustrative shots all made on order for various national advertising accounts and the publishers have reproduced them beautifully in full bleed pages, each varnished to present the effect of a glossy print. A complete, detailed two to four page discussion accompanies each, explaining the problem presented and how it was handled; each discussion being headed by a perspective sketch showing placement of lights, props, camera, subject, etc. 8 1/4 x 10 1/4, 80 pages, handsome plastic binding.

\$2.50 Postpaid

CHARLES ABEL INCORPORATED

520 CAXTON BUILDING

CLEVELAND, OHIO

DON'T GET IN A RUT!

READ at least four of the latest books on photography each year—more if you have time and can afford them. Good photographic books are a genuine and permanent investment.

We will gladly order, and have shipped to you, postpaid, any book on photographic or allied topics which is in print.

Send your order and check to:

CHARLES ABEL Incorporated

520 Caxton Bldg.

Cleveland, Ohio

GOERZ

GOERZ American Made DAGOR DOUBLE ANASTIGMAT F6.8

The standard by which a vast number of satisfied lens users prefer to judge lens performance, the DAGOR combines in one lens—

1. A perfectly corrected Rapid Anastigmat.
2. A wide-angle lens at smaller stops.
3. A long-focus lens when single element is used.

It truthfully records pictures with fascinating accuracy and brilliance, in clear and undistorted detail to the very corners of the film.

10 FOCAL LENGTHS TO CHOOSE FROM

GOERZ American-Made DOGMAR F4.5

THE IDEAL HIGH-SPEED LENS for news and sport pictures, portraits and general photography under adverse light conditions—

THIS LENS OFFERS THE ADDITIONAL ADVANTAGE of being convertible—the front and rear components are available for medium and long distance pictures at the smaller stop—

THE FAVORITE of users of modern one-exposure 3-color cameras—produces images of sparkling brilliance—

10 FOCAL LENGTHS TO CHOOSE FROM

See your dealer or address DEPT. PP-7

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

American Lens Makers Since 1899

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, payable 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 dispute 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.**

STUDIOS FOR SALE

UNUSUAL OPPORTUNITY sell leading portrait and commercial studio in town of 16,000. Completely equipped; good prices; low rent. Established 88 years; made money all through depression. Must sell at once—other interests. A break for a good workman. Wire or write Box 621, Hornell, N. Y. 7-20-1c

STUDIO FOR sale—progressive community in rich farm area. Low rent. No competition within thirty miles. Reason for selling old age. Heckerman Studios, Deshler, Ohio. 7-20-1c

FOR SALE studio established over twenty years. Retiring. Nice following. Low rent. \$900.00 for quick sale. Write C-9 care this journal. 7-20-1c

RETOUCHING

EXPERT ETCHER and retoucher, over twenty years servicing commercial and portrait negative requirements. Just shoot 'em right along, don't be timid. Fast mail service. F. A. Clarke, 672 Sheridan Road, Chicago, Ill. 7-20-1c

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.

YOUNG PHOTOGRAPHER, ten years experience in Commercial & Portrait work. Capable dark room projection printer and retoucher. R. I., 1527 Pleasant St., Cincinnati, Ohio. 7-20-1c

YOUNG MAN, 23, specialized training in school, six months studio experience, seeks employment. Prefer eastern states. Write Irving Roth, 820 - 46th St., Brooklyn, N. Y. 7-20-1c

YOUNG PHOTOGRAPHER, 24, general education, four years experience as general assistant and graduate of both courses at Winona, desires position in studio or camera store in South. Can arrange interview at Chicago Convention with reference from present employer. Modest salary to start. Don J. Robertson, Rochester, Ind. 7-20-1

HELP WANTED

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

EXPERIENCED SALESMAN or saleswoman to handle our outside sales after photographs have been taken; one thoroughly experienced in better class portraits. Car furnished. Give full particulars in first letter; age, experience, and references. Tager Studio, 3512 Connecticut Ave., Washington, D. C. 7-20-1

MISCELLANEOUS

SAVE YOUR SILVER with the new 1940 improved Aukerman Unit. Easy, clean, simple; no smell, no old barrel sitting around, no sludge. It fits into your active hypo tank. Also prolongs hypo 30%. Send for free leaflet. States Salvage Co., Lima, Ohio. 6-20-3c

GREAT CLEARANCE sale of photo lenses:—12" Voigtlander Collinear, Series III, F/7.7, \$50.00; 9 1/4" Heliar \$55.00; 12" Wollensak Velostigmat Series II, F/4.5 in Studio shutter \$65.00; 12" Heliar F/4.5, \$75.00; 12" Heliar F/3, new \$160.00; 10" Steinheil Cassar F/3.5 like new \$45.00; 12" Turner-Reich Series II, combinations 21" and 28", in shutter, F/6.8, \$75.00; 10" Turner-Reich Anastigmat F/7.5, \$30.00; 9 1/4" Hugo Meyer Aristostigmat F/6, \$45.00; 12" Carl Zeiss Tessar F/4.5, \$120.00; 12" Goerz Dagor in barrel, equal new \$110.00; 12" Goerz Dagor in Acme shutter \$125.00; 14" Goerz Dagor in barrel \$135.00; 16 1/2" Dagor \$160.00; 19" Dagor \$175.00; 16 1/2" Goerz Apo-Artar \$125.00; 14" Carl Zeiss Tessar F/4.5, equal new \$150.00; 16" Carl Zeiss Tessar F/4.5, \$175.00; 16 1/2" Heliar \$125.00; 14x17 Bausch & Lomb Tessar F/6.3 Series IIb, equal new \$90.00; 8 1/4" Goerz Dogmar new \$30.00; 8 1/4" Bausch & Lomb Tessar F/4.5, \$35.00; 12" Bausch & Lomb Tessar F/4.5, \$70.00; 10x12 Bausch & Lomb Tessar F/4.5, \$90.00. All lenses in finest condition, 10 day free trial, satisfaction guaranteed. Hundreds more, send for list. Good apparatus and lenses taken in exchange. Joseph Smith, 735 Fulton St., Brooklyn, N. Y. 7-5-2

PORTRAIT PHOTOGRAPHER with long experience will purchase modern portrait studio on terms, with small down payment. Would consider co-partnership with reliable concern, or rent studio with intent to buy. References exchanged. Write C-1 care this journal 7-20-1c

FOR SALE 1—8x10 Beach multi-focal lens, series B, in Betax shutter \$95.00; 1—4x5 Graflex Model D 5x7 F/4.5 Kodak lens with cutfilm magazine and film pack adapter \$95.00; 1—8x10 Wollensak Ex. W. A. series 3A \$21.00; All items in A-1 condition. Deposit System. L. Ortnet, 471 King St., Charleston, S. C. 7-20-1

Professional Dealers Who Want Your Trade

AKRON, OHIO—Metzger Photo Supply Co., 1091 South Main Street; 39 East Mill Street.

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

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

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

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

BOSTON, MASS.—Ralph Harris Co., 47 Bromfield Street.

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

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

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

CHICAGO, ILL.—Mid-West Photo Supply Co., 117 North Wabash Ave.

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

CINCINNATI, OHIO—Eastman Kodak Stores, Inc., 27 West 4th Street.

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

CLEVELAND, OHIO—The Dodd Company, 1025 Huron Road.

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

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

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

INDIANAPOLIS, IND.—The H. Lieber Company, 24 West Washington Street.

KANSAS CITY, MO.—Eastman Kodak Stores, Inc., 1010 Walnut Street.

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

MEMPHIS, TENN.—The Memphis Photo Supply Co., 6 North Main Street.

MILWAUKEE, WIS.—Eastman Kodak Stores, Inc., 745 North Milwaukee Street.

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

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

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

NEW YORK CITY—Medo Photo Supply Corporation, 15 West 47th Street.

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

NEW YORK CITY—New York Camera Exchange, 118 Fulton Street.

NEW YORK CITY—Willoughby's Inc., 110 West 32nd Street.

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

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

PORTLAND, ORE.—Eastman Kodak Stores, Inc., 709 South West Washington Street.

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

ST. LOUIS, MO.—W. Schiller & Co., Inc., 1109 Locust Street.

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

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

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

SEATTLE, WASH.—Eastman Kodak Stores, Inc., 1319 Fourth Avenue.

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

TOLEDO, OHIO—George L. Kohne, Inc., 602 Summit Street.

WINNIPEG, MAN.—Eastman Photographic Materials, Ltd., 287 Portage Avenue, also Calgary, Alta.

FOR SALE F/4.5 9¼" 6½x8½ Velostigmat (diffusing shutter) \$56.00; F/4.5 7½" 5x7 barrel \$30.00; F/6.3 8¼" \$28.00; F/8 R.R. 10x12 barrel \$15.00; F/16 8x10 W. A. \$8.00; other lens bargains. 3916 Labadie, Saint Louis, Mo. 7-20-1c

FOR A real buy in used equipment—see us. Largest stock of guaranteed used equipment in America—Sales subject to ten days trial—We buy and exchange—Complete line of Devin Tricolor products—fresh stock and fast service. Mid-West Photo Supply Co., 117 North Wabash Ave., Chicago, Ill. 7-20-1c

for color work will act in an advisory and research capacity, as well as in general sales development.

From the Southwest Caller: Voice over the phone: "Hello, is this the Humane Society?" Official: "Yes." Voice: "Well, there's a candid camera photographer sitting here in a tree teasing our dog."

L. Davis Phillips, formerly of Charlotte, N. C., who resigned his office as vice-president of The Photographers' Association of America when circumstances compelled him to give up his studio and take a position as chief cameraman with a department store chain, is now back on his own, as all his friends

will be glad to learn. His new location will be 219½ 4th St., W., Winston-Salem, N. C., and when he wrote us on July 6 he was "on pins and needles to get started." He'll be seeing us all in Chicago.

Congratulations to P. A. of A. member Hunter Love, Murray, Ky., and Mrs. Love, on the arrival of Elsie Janette on July 1, weighing 8¼ pounds. Mr. Love made up a photographic announcement, with a picture of his wife and the new arrival for illustration, the message being written in a childish hand.

On June 23 a group of photographers assembled at Stephenville, Texas, as guests of Mr. and Mrs. King Baxley. The occasion was a combined picnic of the Fort Worth Photographic Club (meeting in monthly session) with photographers from many other sections of Texas; also for the purpose of judging a baby contest conducted by Mr. Baxley, who picked six judges from the guests to take over the job of selecting the winners from some 600 baby portraits. The judges were: W. D. Smith and Guy N. Reid of Fort Worth, Dan McCaskill of Austin,

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Vard Miller, San Antonio; Melvin T. House, Commerce and Mel Thurman of Abilene. All in all it was voted a fine party and Mr. Baxley got his pictures judged without casualties.

G. M. Tupper, 68-year-old photographer of Greenwood, Miss., died there on May 31, according to word reaching us from W. L. Nunley, Memphis Photo Supply Co., Memphis, Tenn. He had been in business in Greenwood for 28 years. His son Elgin will continue the studio.

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The thousands upon thousands of amateurs who read *Popular Photography*, not to mention the still more uncounted thousands who may not, will find this series of books by the publishers of that lively monthly a tasty dish. With very few exceptions the author of each volume is a recognized authority on the subject and in many cases his writings are only obtainable otherwise in considerably more expensive books. All in all they make up quite a formidable encyclopaedia. Many are on topics that will interest professionals while studios carrying supplies should find all of them ready sellers. The twenty titles are: *Your Camera and How it Works*; *Developing*, *Printing and Enlarging*; *Filters and Their Use*; *Composition for the Amateur*; *Movie Making for the Beginner*; *Color in Photography*; *Child Photography*;

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• **The Boys' Book of Photography**, by Edwin Way Teale. 5 1/2 x 8 1/4, 252 pages, 30 full page plates and 42 text illustrations. Cloth, \$2.00 postpaid. Publisher: E. P. Dutton & Co., Inc.

A book for the beginner in photography, one of several by the same author, all written for boys. Mr. Teale makes a fascinating subject of photography and, while maintaining the interest of his young readers by his chatty style, contrives to impart enough information to make a first-class amateur out of any youngster who really wants to see what he can do with a camera. An excellent gift.

Texas Association Active

• Texas photographers who may not be on the mailing list of the Texas Professional Photographers' Association should get in touch with W. D. Smith, president, at 1101 W. 5th St., Fort Worth, and ask for the batch of material sent out from his office on June 24. That association is now actively campaigning for a state law similar to those already in effect in North Carolina, Florida, North Dakota, Arizona, Virginia and Montana. One communication explains the action taken at the recent Southwestern and Texas conventions and that the proposed law is to be patterned after that in North Dakota and the model law prepared by The Photographers' Association of America. Another briefly explains the law as it is proposed, presents various arguments in its favor and rebuts objections that have been raised. A third item is a reprint of page 314 of our May 20 issue, discussing a recent court ruling in North Dakota. In addition are a membership application for the Texas Association and papers which, if photographers in that state really want such protection, all of them should sign. The Texas group are not fooling, as this very business-like presentation indicates, and all Texas photographers should co-operate promptly. Photographers in other states who are working on this problem may want to write Mr. Smith for a set of the papers for possible adaptation to their own efforts.



For Finer Color Reproduction

ALL color-corrected lenses do not produce color separation negatives that register perfectly. The Eastman Anastigmat Ektar $f/6.3$, 14-inch, however, has all the quality of the finest color-corrected anastigmats, plus the necessary correction for lateral color which produces three-color images of identical size for correct registration. Its superlative anastigmat qualities adapt it for all kinds of commercial work with studio view cameras, its wide coverage allowing full use of front and back swings of 8 x 10 cameras. Complete with all aluminum barrel, lens caps and box, the price is only \$175. In Ilex shutter with time, bulb, 1-, 1/2-, 1/5-, 1/10-, 1/25-, 1/50-second action, \$205.

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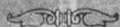
VITAVA OPAL'S emulsion richness, warmth of tone, and fine gradation of light values, give the enlargement a quality equalled only by the finest contact print. That's why Opal makes larger sales and greater profits. There are fourteen attractive Opal grades to choose from. Eastman Kodak Company, Rochester, N. Y.

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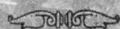
The 1940 Combined Photographic Industry Conventions and Trade Show

Stevens Hotel, Chicago, Illinois
August 19 to 23, inclusive



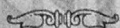
53rd Annual Convention

The Photographers' Association of America



7th Annual Convention

The National Photographic Dealers' Association



16th Annual Directory Edition
The Professional Photographer





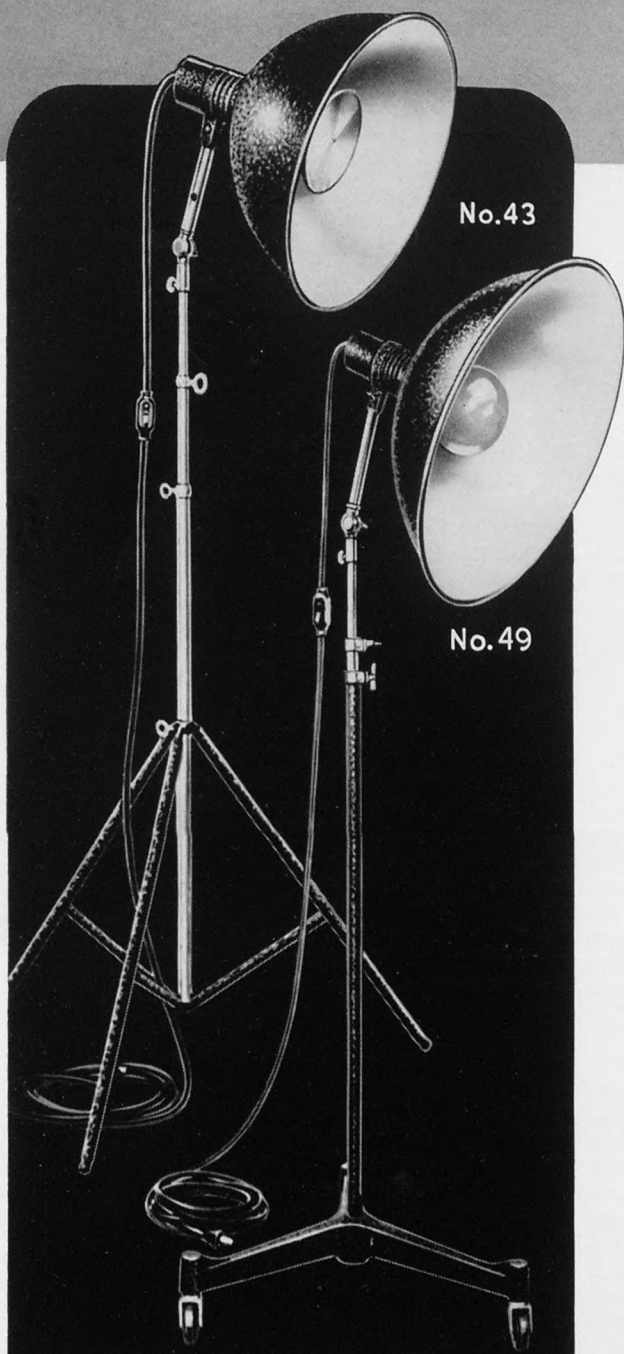
YOU can put a sales message into every photograph that leaves your studio, by adding to the craftsmanship which you are capable of producing the added prestige or glamor, if you please, of outstanding mountings. Only a part of your public is capable of discriminating the artistry that you put with the portrait—but everyone can sense the fitness of the garment into which you put it. Give the public good workmanship—mount it suitably in the best mounts that you can obtain—the best need not cost you more than the ordinary—and your reputation will be solidly built.

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VICTOR STUDIO LIGHT—Collapsible Stand Model; with heavy gauge spun aluminum reflector, beautifully frosted inside and black crystal enamelled outside; mogul porcelain socket in black crystal enamelled hood; rigid arm support having toothed swing joint at base to permit unlimited vertical adjustment of reflector assembly; 15-foot, No. 16 round rubber-covered cord with 10-amp Gaynor feed-through switch; and three-section VICTOR No. 40 telescopic stand which elevates to 8 feet and provides firm support at extreme extension.

VICTOR No. 43, with 16-inch reflector\$13.50

VICTOR No. 45, with 18-inch reflector 13.50

VICTOR STUDIO LIGHT—Studio Base Model. Identical to above, but has studio base telescopic support with ball-bearing casters and extreme elevation of 9 feet; and has 20-foot cord.

VICTOR No. 47, with 16-inch reflector\$22.50

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VICTOR Speed-O-Matic Flash SYNCHRONIZER—A modern high-speed synchronizer for cameras that accept a wire-release. Synchronizes between lens shutters with peak-point of flash illumination at all shutter speeds, including 1/500 second. Complete, with synchronizing mechanism, 2-cell battery case, polished aluminum reflector adjustable to center all flash-lamps, mounting strap for attaching camera and wire cable release to fit your camera.

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These, and other VICTOR Units are available at photographic stock houses and dealers stores. VICTOR Products are sold ONLY through established Photographic Dealers. Catalogue and other literature supplied on request.

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"Unsaddle, stranger, come in,"
says "Al" Buehman
P. A. of A. President

Tucson, Arizona
June 7, 1940

Dear Fellow Photographer:

Do you know that the biggest photographic convention, with the best and most profitable program ever offered, will be staged at the Stevens Hotel, Chicago, August 19 to 23? As President, and on behalf of the Photographers' Association of America, I extend to all photographers, employers and employees, a cordial invitation to attend. It is not necessary to be a member of The Association, although when you know all the benefits of membership, you may want to become a member.

This year the Directors have endeavored to make the convention so flexible that it becomes an individual program - the morning sessions are filled with clinics or round-table discussions, where anyone may take up with the photographer in charge his own individual problem and get the best of advice. For instance, if you are not getting the best quality out of your negatives, bring three or four of them to the convention and Mr. Kossuth will advise you, in private conference, just what he thinks you can do to improve your negative work. Other round table discussions include color, reception room, commercial prices, etc.

This will be an epoch-making convention - it will be the largest convention ever held - the programs are filled with practical, useful numbers - the dealers' exhibits will be complete for they are cooperating one hundred percent - dancing will be on deck every evening with the best music in Chicago -- and -- FLASH - a new and revolutionary development in photography will be shown and demonstrated. This new idea will be worth your attendance alone. There are so many reasons why you should come to the convention, that one asks, conscientiously, "how can you afford not to come?" - even on borrowed money, which can be paid back from the benefits obtained from the convention.

In the words of our West: "Unsaddle stranger, come in."

Cordially yours,

A. R. Buehman
President

Greetings from
"Charlie" Bass
N. P. D. A.
President
to all
Photographic Dealers



Photographic dealers everywhere, members of the N. P. D. A., manufacturers, jobbers, and distributors, greetings to you from the National Photographic Dealers Association and a hearty invitation to attend our Convention the week of August 19 at the Stevens Hotel in Chicago.

Chicago is your host and Chicago will welcome you with its warm hospitality which has made my native city a metropolis to be proud of.

Here at the world's largest hotel will be held the world's largest gathering of the photographic industries. Not only will this be a Combined Show of the Commercial and Studio Photographers and Retail Dealers and Associate Manufacturers gathered under one roof with an exhibition showing the breadth and scope of our industry, but here you will learn all that is new, all that is of interest to you in your business.

The N. P. D. A. is proud of its accomplishment in a short space of seven years, where we can be co-sponsors in this gigantic exhibition.

Come and partake of all we have to offer.

Come prepared to learn and be amazed at the magnitude of our industry at this great Combined Show. You will be repaid well for time and expense involved.

Come prepared to be surprised and I know that you won't be disappointed.

Again, on behalf of the Officers and Directors of the N. P. D. A., we welcome you in Chicago the week of August 19, 1940.

Sincerely,

A handwritten signature in cursive script, appearing to read "Charlie Bass".

President,

NATIONAL PHOTOGRAPHIC DEALERS ASSOCIATION, INC.

The PAKO Oversize Printer

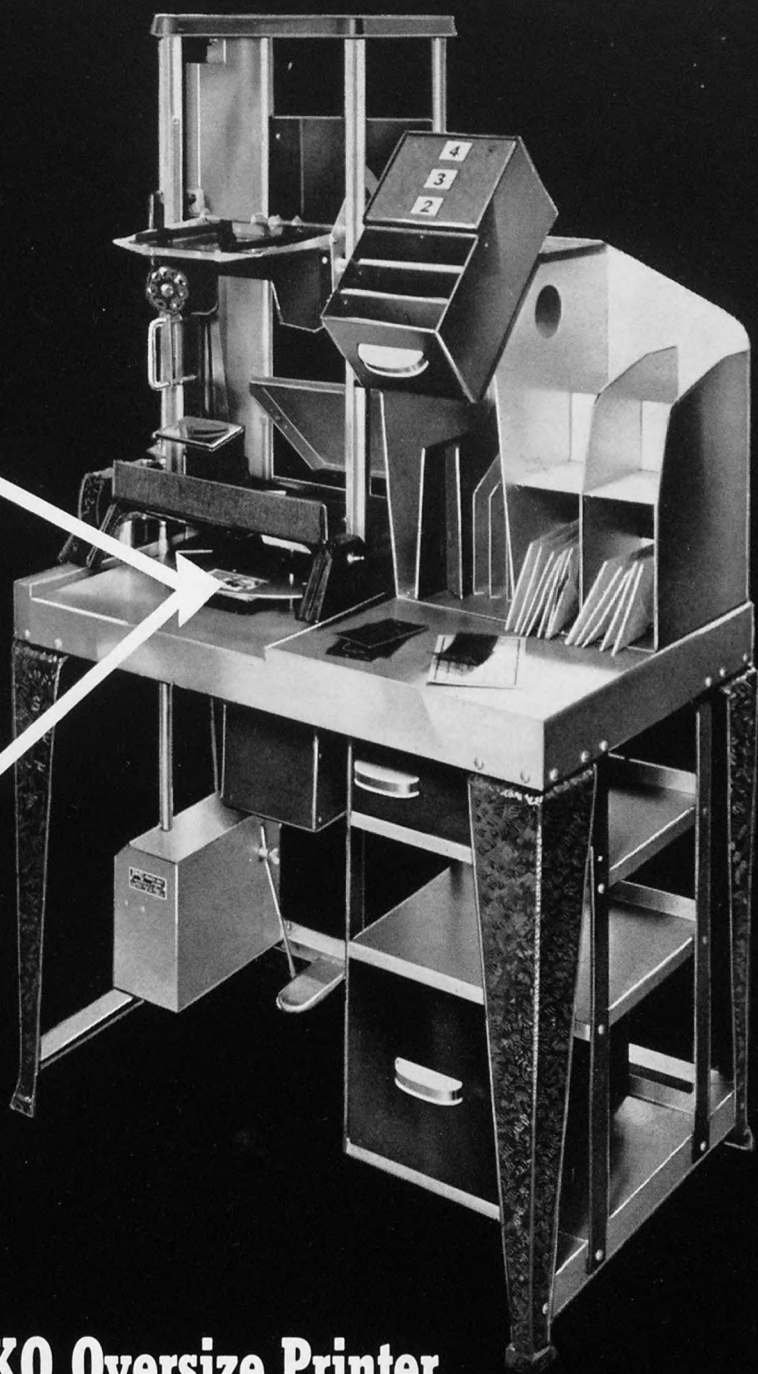


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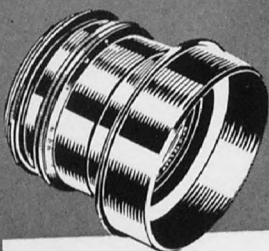
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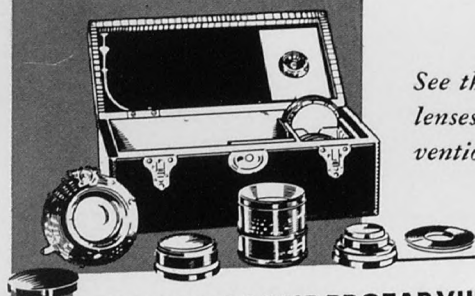
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A useful combination of speed enough for instantaneous exposures, a field sharp to the very corners of the negative, generous angular covering power.

See these Bausch & Lomb lenses at the Chicago convention. Booth No. 187.



BAUSCH & LOMB PROTAR VIIa

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So make our headquarters *your* headquarters during Convention Week. Here's hoping we'll see you in Chicago, August 19 to 23!

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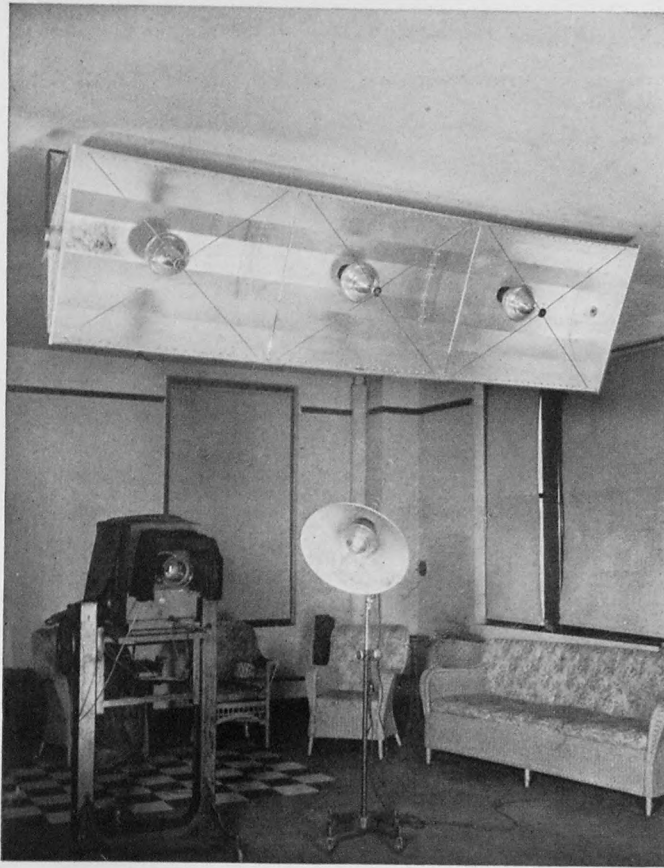
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When the recommended number of OVERHEAD sections are properly installed, a continuous even light is obtained over the entire operating area, and it is only necessary to model or highlight the subject to finish the lighting.

The STUDIO MODELING VENTLITE is not only the ORIGINAL modeling light, but it is superior in efficiency and adjustable flexibility for this purpose. Reflectors on both the OVERHEAD and MODELING VENTLITES have telescopic socket housings, enabling the use of all pear shaped photographic lamps, including the No. 4 Photoflood and the 2000 watt Movieflood.

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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.

The WATER COOLED MERCURY LAMP

Commercial Photographers, Photoengravers, Lithographers, Planographers and Graphic Arts workers are especially invited to see demonstration of the 1000 watt H-6 WATER COOLED MERCURY LAMP in special VENTLITE REFLECTOR EQUIPMENT for copying, vacuum frame printing, projection and various other types of work!! This lamp uses approximately $11\frac{1}{2}$ Amperes and equals a 35 Ampere Carbon Arc lamp in light output!!! Lamp replacements cost less than carbon replacement, and because it is clean, cool and fumeless, efficient scientifically constructed REFLECTORS supply twice as much usable light as the Carbon Arc, at about one-sixth the current cost!!!!

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PHOTOGRAPHERS

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The amount of usable photographic light obtainable from FLUORESCENT lamps, and the saving in electrical current, are greatly augmented by the efficiency of REFLECTOR EQUIPMENT used. The outstanding characteristic of VENTLITE LIGHTING APPARATUS has always been efficiency! In VENTLITE FLUORESCENT LIGHTING APPARATUS efficiency has had our most careful consideration, with the result that VENTLITE FLUORESCENT REFLECTORS outlight all competitive makes watt for watt, and in some cases, VENTLITES reflect as much as FOUR times as much light as competing items!

It is to the Photographer's continuous benefit to buy FLUORESCENT LIGHTING EQUIPMENT with large, efficient REFLECTORS that yield the greatest amount of light output per lamp, rather than to buy small, inefficient reflector equipment that requires twice as many, or more, lamps and twice as much or more, current expense to operate.

Next to efficiency, one should look for convenience of adjustment, sturdiness of construction and good materials, and we are satisfied that you will find all these qualities EXCELLING in VENTLITES!! We invite your most careful inspection and comparison.

See these in Booths 163 and 164 at the National Photographers' Convention or write for large FLUORESCENT VENTLITE catalogue.

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The Professional Photographer

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A. R. P. S., Hon. M. Photog.

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The Classified Directory

Be that as it may, to those who may say they are not interested in The Association's activities we point with no small measure of pride to the Classified Directory which is also a feature of this issue. That Directory, containing almost as many pages as any regular number of THE PROFESSIONAL, is decidedly worth having. It is a reference work that will eliminate much letter-writing and head-scratching when our readers want to know who makes what, or where to get this or that. It is not a complete directory in the sense of including all the firms which do business with photographers. The total of such firms is almost a thousand and after all the cost of this issue and the Directory must be met. We do say that in this Directory are represented practically every firm of importance which has materials or apparatus, equipment or supplies, to sell to photographers. What's more, this is both a Directory of trade names and of sources of supply. The majority of the items listed can and should be purchased from your stock house; the purpose of this Directory is to answer the question "Who makes it?" or, if an item is exclusively distributed by some whole-

● Once a year we impose on the patience of our regular subscribers by devoting almost an entire issue to the program and other features of the annual convention of The Photographers' Association of America. Truly this

The Biggest Week of the Photographic Year

needs no apology for The Association, now in its 60th year, is the only permanently organized body which can speak for the photographic profession when the voice of protest needs to be raised or action is necessary in the interest of photographers. The Association's convention is open to every photographer in this country and Canada, regardless of membership and many of The Association's services benefit non-members in almost as great measure as members. We think, therefore, that an occasion which draws together more than 2,000 photographers and their employees and which, this year, is held conjointly with the convention of The National Photographic Dealers' Association and the greatest Trade Show of photographic products ever held, well warrants the attention of every professional.

salor or exclusively imported by some importer, "Who sells it?" That information is sometimes vitally important when a user needs replacement parts or advice concerning methods of operation or use. And by the same token, to the dealer in photographic supplies this Directory is invaluable. File this issue away—you'll be glad you did.

Registration

Having spoken a piece in our own behalf, let us discuss various features and aspects of The 1940 Combined Photographic Industry Conventions and Trade Show which are not covered in the detailed program that occupies so many pages of this issue. First we want to reiterate that every professional photographer, every photo finisher, every dealer, every professional employee is welcome to attend this

(Continued on page 120)

Complete, Detailed Program The 1940 Combined Photographic Industry Conventions and Trade Show

**53rd Annual Convention
The Photographers' Association of America
7th Annual Convention
The National Photographic Dealers' Assn.
Stevens Hotel — Chicago, Illinois
August 19 to 23, Inclusive**

To present the Program in the clearest possible form, despite its size and complexity, all features of both Conventions and the Trade Show, as well as all special events not directly connected with either Convention, are included herein, hour by hour and day by day, thus eliminating the necessity of looking in several places to locate any particular event. When you want to know what is going on at any time, locate the day and the hour in the following pages and there you will find complete information.

SATURDAY — AUGUST 17

Pre-Registration—P. A. of A.—N. P. D. A.

Registration Desk, Basement Outside Exhibition Hall **2:00 P.M. to 5:00 P.M.**

Treasurer James M. Caufield and Assistant Treasurer Fred R. Bill in charge.

Members of the Ladies' Reception Committee present to give information and greet visiting ladies.

SUNDAY — AUGUST 18

Ladies' Lounge—P. A. of A.—N. P. D. A.

Room 430-A—Fourth Floor **9:00 A.M. to 6:00 P.M.**

(For all ladies who have badges, with or without ribbons)

In charge of the Ladies' Reception Committee. A place to leave messages, greet your friends, make appointments or sit down for a chat or a game of cards.

Pre-Registration—P. A. of A.—N. P. D. A.

Registration Desk, Basement Outside Exhibition Hall **1:00 P.M. to 6:00 P.M.**

Treasurer James M. Caufield and Assistant Treasurer Fred R. Bill in charge.

Members of the Ladies' Reception Committee present to give information and greet visiting ladies.

(Continued on next page)

MONDAY — AUGUST 19

Registration—**P. A. of A.—N. P. D. A.**

Registration Desk, Basement Outside Exhibition Hall **9:00A.M. to 11:00P.M.**
Treasurer James M. Caulfield and Assistant Treasurer Fred R. Bill in charge.
Members of the Ladies' Reception Committee present to give information and greet visiting ladies.

Ladies' Lounge—**P. A. of A.—N. P. D. A.**

Room 430-A—Fourth Floor **9:00A.M. to 12:00P.M.**
(For all ladies who have badges, with or without ribbons)
In charge of the Ladies' Reception Committee. Make this your headquarters to leave your messages and greet your friends or make your plans for the day.
Comfortable chairs in which to rest—tables for an hour or two at bridge.

Help and Studio Exchange—**P. A. of A.—N. P. D. A.**

Desk in Basement Outside Exhibition Hall **9:00 A.M. to 6:00 P.M.**
Make appointments here to meet prospective employers or employees, or list here items that you may wish to sell or exchange.

P. A. of A. Council Meeting

Boulevard Room Lower Level—Second Floor **2:00 P.M. to 5:00 P.M.**
Business session—for Council Members only.
President A. R. Buchman in the Chair.

N. P. D. A. Board Meeting

Conference Room—Basement **2:00 P.M. to 3:00 P.M.**
Business session—for Board Members only.
President Charles Bass in the Chair.

N. P. D. A. Regional Directors' Meeting

Conference Room—Basement **3:00 P.M. to 4:00 P.M.**
Business session—for Board and Regional Directors only.
President Charles Bass in the Chair.

N. P. D. A. Entertainment Committee Meeting

Conference Room—Basement **4:00 P.M. to 5:00 P.M.**
Business session.
Chairman William Lieberman in the Chair.

Trade Show—**N. P. D. A.—P. A. of A.**

Basement Exhibition Hall and Second Floor **7:30P.M. to 10:00P.M.**
(For all who have badges, with or without ribbons)
Also Open Night for the Public—admission by invitation only.

P. A. of A. Picture Exhibit

Boulevard Room Upper Level—Second Floor **7:30P.M. to 10:00P.M.**
(For all who have badges, with or without ribbons)
Also Open Night for the Public—admission by invitation only.

(Continued on next page)

MONDAY — AUGUST 19 (Continued)

Opening Ball—**P. A. of A.—N. P. D. A.**

Grand Ball Room—Second Floor **9:00 P.M. to 1:00 A.M.**

(For all who have badges, with or without ribbons, also Chicago photographers and dealers invited by ticket)

Master of Ceremonies—Frank Shepard.

Members of the Ladies' Reception Committee—hostesses.

Orchestra—Johnny Jones and the Jones Boys.

Two cabaret shows—the Hollywood Hobbyhorses—gales of fun.

Card tables for those not dancing.

Note to the Men: All evening affairs are informal.

TUESDAY — AUGUST 20

Registration—**P. A. of A.—N. P. D. A.**

Registration Desk, Basement Outside Exhibition Hall **8:30A.M. to 11:00P.M.**

Treasurer James M. Caufield and Assistant Treasurer Fred R. Bill in charge.

Members of the Ladies' Reception Committee present to give information and greet visiting ladies.

Help and Studio Exchange—**P. A. of A.—N. P. D. A.**

Desk in Basement Outside Exhibition Hall **8:30 A.M. to 6:00 P.M.**

Make appointments here to meet prospective employers or employees, leave particulars here if you want to buy or sell a studio, or if you have equipment to sell or exchange.

Ladies' Lounge—**P. A. of A.—N. P. D. A.**

Room 430-A—Fourth Floor **9:00A.M. to 12:00P.M.**

(For all ladies who have badges, with or without ribbons)

In charge of the Ladies' Reception Committee. A place to rest or play cards, to meet your friends or make appointments—or to become acquainted with other ladies if this is your first convention.

Trade Show—**N. P. D. A.—P. A. of A.**

Basement Exhibition Hall and Second Floor **9:00 A.M. to 5:30 P.M.**

(For all who have badges, with or without ribbons)

The complete list of exhibitors will be found elsewhere in this issue.

P. A. of A. Picture Exhibit

Boulevard Room Upper Level—Second Floor **9:00 A.M. to 5:30 P.M.**

(For all who have badges, with or without ribbons)

An exhibit of approximately 2,000 photographs, in three sections:

More than 50 Complimentary Exhibits by the Judges, Speakers and Demonstrators, those in charge of the Clinics and P. A. of A. Board Members; 200 photographs selected by the Judges for the Loan Collections; the General Exhibit of all photographs passed by the Judges and accepted for hanging.

(Continued on next page)

TUESDAY — AUGUST 20 (Continued)

P. A. of A. Model Studios

West Ball Room—Third Floor **9:00 A.M. to 5:30 P.M.**

(Only for those who have badges with ribbons)

Five miniature model studios on display, two of them complete with workrooms. Study them if you are planning to build, remodel or redecorate. You may photograph them if you wish, or can buy photographs of them at what they cost The P. A. of A.

P. A. of A. Negative Quality Clinic

Private Dining Room #1—Third Floor **9:00A.M. to 11:00A.M.**

(Only for those who have P. A. of A. badges with ribbons)

Conducted by George J. Kossuth, Wheeling, W. Va. This is a personal service clinic. Mr. Kossuth will not only discuss negatives generally but will be glad to make an appointment with you to talk over your own problems. Bring some of your own negatives to show him so he can help you over your rough spots.

P. A. of A. Commercial Prices and Costs Clinic

North Assembly Room—Third Floor **9:30A.M. to 10:30A.M.**

(Only for those who have badges with ribbons)

Conducted by Horace A. Grignon, Chicago, Ill. An open discussion of actual problems in pricing commercial photographs and cost finding in commercial studios. An informal session of the round table type with all joining in to help each other.

P. A. of A. Reception Room Clinic

North Ball Room—Third Floor **9:30A.M. to 10:30A.M.**

(Only for those who have badges with ribbons)

Conducted by Mrs. Eva L. Briggs, Hinkston Studios, Detroit, Mich. The topic today will be: "Why Direct Mail Advertising?" which will be briefly covered in a 10-minute introduction, followed by an open discussion of advertising in its relation to reception room problems.

P. A. of A. Business Promotion Program

Grand Ball Room—Second Floor **10:00 A.M. to 12 Noon**

(Only for those who have badges with ribbons)

Portrait Vice-President William Gerdes in the Chair.

10:00 A.M.—Gene Garrett, Minneapolis, Minn.: "Business Promotion for the Portrait Studio," followed by a 15-minute discussion period.

11:00 A.M.—Stan Jenkins, Utica, N. Y.: "Sell Photography by Peaceful Penetration," followed by a 15-minute discussion period. Mr. Jenkins' talk will relate to increasing the sales of commercial work.

P. A. of A. Photo Finishing Program

Boulevard Room Lower Level—Second Floor **10:00 A.M. to 12 Noon**

(Only for those who have badges with ribbons)

Commercial Vice-President James E. Thompson in the Chair.

10:00 A.M.—Mrs. Stella Klopot Bonner, Knox, Ind.: "Consider the Amateur as an Asset, Not a Liability," followed by a 15-minute discussion period.

11:00 A.M.—Charles Farrell, Greensboro, N. C.: "Mail Order Finishing Competition Can Be Licked," followed by a 15-minute discussion period.

(Continued on next page)

TUESDAY — AUGUST 20 (Continued)

N. P. D. A. Convention Program

South Ball Room—Third Floor **10:30 A.M. to 12 Noon**

(Only for those who have N. P. D. A. badges with or without ribbons, or P. A. of A. badges with green or orange ribbons)

President Charles Bass in the Chair.

10:30 A.M.—Introduction by President Bass.

Address of Welcome by William A. Lieberman, President Guild of Retail Photographic Dealers of Chicago.

Response by President Bass.

10:45 A.M.—Minutes of the 1939 Convention.

Report of Recording Secretary H. W. Lawrence.

Report of Executive Secretary H. O. Bodine.

Report of Treasurer P. Y. Howe.

Reports by Regional Directors.

Report of Fair Trade Committee.

Report of Catalogue Standardization Committee.

11:30 A.M.—Open Forum. Important topics scheduled for discussion in this and following N. P. D. A. Open Forum sessions include: Fair Trade; Trade Discounts; Closer Co-operation by and between Manufacturers, Distributors and Dealers; Quality Control of Products; Claims Made for Products; Time Payment Problems; Catalogue Standardization; Local Dealer Groups or Guilds; Trade Publications; Advertising; Window Trimming; Store Display; Fine-Grain Finishing, Etc.

P. A. of A. Direct Color Clinic

North Assembly Room—Third Floor **10:30A.M.to11:30A.M.**

(Only for those who have badges with ribbons)

Conducted by Charles Harris Miller, Chicago, Ill. Mr. Miller is a nationally known authority on direct color processes, color separation negatives, and the use of one-shot cameras. Questions will be asked and answered by members of the audience and Mr. Miller in open session.

P. A. of A. Portrait Oil Coloring Clinic

Private Dining Room #2—Third Floor **10:30A.M.to11:30A.M.**

(Only for those who have P. A. of A. badges with ribbons)

Conducted by Miss Martha Pyke, Peoria, Ill. This is not a school of coloring but an opportunity to discuss your problems with Miss Pyke who will be glad to demonstrate the proper methods. Bring your own prints.

P. A. of A. Studio Decoration and Arrangement Clinic

West Ball Room—Third Floor **10:30A.M. to 12 Noon**

(Only for those who have badges with ribbons)

Conducted by Mrs. Helen Sheldon Gerdes, Jackson Heights, N. Y. After a brief general introductory explanation, Mrs. Gerdes will be glad to answer questions regarding the model studios and individual problems, with the audience joining in the discussion.

Manufacturers' and Distributors' Luncheon

Lower Tower Ball Room—Tower **12:30P.M. to 3:00P.M.**

An informal Beefsteak Luncheon for manufacturers and distributors only, sponsored by The Photographic Manufacturers & Distributors Bureau, Inc.—non-members are welcome.

(Continued on next page)

TUESDAY — AUGUST 20 (Continued)

P. A. of A. Portrait Program

Grand Ball Room—Second Floor **1:30 P.M. to 4:45 P.M.**

(Only for those who have badges with ribbons)

President A. R. Buehman in the Chair.

1:30 P. M.—Miss Emme Gerhard, Port Washington, N. Y.: "Making Portraits for Exhibition," a talk and demonstration.

3:00 P. M.—Charles D. Kaufmann, Del. Long and Edward J. Cook, all of the Kaufmann & Fabry Studios, Chicago, Ill.: "New Light on Photography," an illustrated talk and demonstration during which negatives will be made. A totally new development in photography of such importance that this will be a joint feature of the Portrait and Commercial Programs.

P. A. of A. Commercial Program

Boulevard Room Lower Level—Second Floor **1:30 P.M. to 4:45 P.M.**

(Only for those who have badges with ribbons)

Vice-President Chas. H. Groene in the Chair.

1:30 P.M.—David Lori, Minneapolis, Minn.: "Fashion Photography with the Small Camera," a demonstration.

2:45 P.M.—The audience will move to the Grand Ball Room for the joint demonstration to take place there at 3:00 P. M. as described in the Portrait Program just above. This is a feature of equal interest and importance to both Divisions and is therefore being presented in the largest room available.

N. P. D. A. Convention Program

South Ball Room—Third Floor **2:00 P.M. to 4:30 P.M.**

(Only for those who have N. P. D. A. badges with or without ribbons, or P. A. of A. badges with green or orange ribbons)

President Charles Bass in the Chair.

2:00 P.M.—Resume of Progress by President Bass.

2:15 P.M.—An Important Message from the Secretary of the Treasury, H. Morgenthau, Jr.: "Counterfeit Money and How to Detect It."

2:35 P.M.—Announcements.

2:45 P.M.—Open Forum.

Masters of Photography

South Ball Room—Third Floor **6:15 P.M. to 8:00 P.M.**

An informal dinner only for present holders of the Degree of Master of Photography.

Trade Show—N. P. D. A.—P. A. of A.

Basement Exhibition Hall and Second Floor **7:30 P.M. to 10:00 P.M.**

(For all who have badges, with or without ribbons)

Also Open Night for the Public—admission by invitation only.

P. A. of A. Picture Exhibit

Boulevard Room Upper Level—Second Floor **7:30 P.M. to 10:00 P.M.**

(For all who have badges, with or without ribbons)

Also Open Night for the Public—admission by invitation only.

(Continued on next page)

TUESDAY — AUGUST 20 (Continued)

Manufacturers' and Distributors' Business Meeting

North Assembly Room—Third Floor **8:00 P.M. to 9:00 P.M.**

A Business Meeting of The Photographic Manufacturers & Distributors Bureau, Inc.—Non-member manufacturers and distributors are invited to attend.

P. A. of A. President's Night

Grand Ball Room—Second Floor **8:15 P.M. to 9:30 P.M.**

(Only for those who have badges with ribbons)

President A. R. Buehman in the Chair.

Introductions of P. A. of A. Officers, Past Presidents, State and Sectional Association Officers.

President's Address.

Condensed Report of Treasurer James M. Caufield.

Condensed Report of Executive Manager Charles Abel.

Report of Winona School, by Chairman of Trustees George W. Harris.

Memorial Service. .

Dance and Entertainment—P. A. of A.—N. P. D. A.

Grand Ball Room—Second Floor **9:30 P.M. to 1:00 A.M.**

(For all who have badges, with or without ribbons)

Master of Ceremonies—Frank Shepard.

Members of the Ladies' Reception Committee—hostesses.

Russ Wildey and his Orchestra.

Two cabaret shows—nothing repeated from Monday night.

Card tables for those not dancing.

Note to the Men: All evening affairs are informal.

WEDNESDAY — AUGUST 21

Registration—P. A. of A.—N. P. D. A.

Registration Desk, Basement Outside Exhibition Hall **8:30A.M. to 11:00P.M.**

Treasurer James M. Caufield and Assistant Treasurer Fred R. Bill in charge.

Members of the Ladies' Reception Committee present to give information and greet visiting ladies.

Help and Studio Exchange—P. A. of A.—N. P. D. A.

Desk in Basement Outside Exhibition Hall **8:30 A.M. to 6:00 P.M.**

For the convenience of those who are seeking positions or looking for employees, who want to sell or buy studios, or have equipment to sell or exchange.

Ladies' Lounge—P. A. of A.—N. P. D. A.

Room 430-A—Fourth Floor **9:00A.M. to 12:00P.M.**

(For all ladies who have badges, with or without ribbons)

In charge of the Ladies' Reception Committee. If this is your first convention, this is the place to get acquainted with other ladies. Meet your friends here, leave your messages; make this your headquarters.

(Continued on next page)

WEDNESDAY — AUGUST 21 (Continued)

Trade Show—N. P. D. A.—P. A. of A.

Basement Exhibition Hall and Second Floor **9:00 A.M. to 5:30 P.M.**

(For all who have badges, with or without ribbons)

The greatest collection of photographic apparatus, materials, equipment and supplies ever gathered under one roof)

P. A. of A. Picture Exhibit

Boulevard Room Upper Level—Second Floor **9:00 A.M. to 5:30 P.M.**

(For all who have badges, with or without ribbons)

Parts of the Program that you miss you can read later in the Convention Report (if you are a P. A. of A. member). You will never again have a chance to study this Exhibit.

P. A. of A. Model Studios

West Ball Room—Third Floor **9:00 A.M. to 5:30 P.M.**

(Only for those who have badges with ribbons)

These miniature studios have been carefully planned. They offer many valuable suggestions to every studio owner. You are welcome to photograph them or sets of prints can be purchased.

P. A. of A. Negative Quality Clinic

Private Dining Room #1—Third Floor **9:00A.M. to 11:00A.M.**

(Only for those who have P. A. of A. badges with ribbons)

Conducted by George J. Kossuth, Wheeling, W. Va. Your chance to get expert personal criticism and advice on your own negatives from a master craftsman.

P. A. of A. Commercial Prices and Costs Clinic

North Assembly Room—Third Floor **9:30A.M. to 10:30A.M.**

(Only for those who have badges with ribbons)

Conducted by Horace A. Grignon, Chicago, Ill. If you want to know whether your prices on commercial work are calculated to produce a proper profit, enter into these discussions.

P. A. of A. Reception Room Clinic

North Ball Room—Third Floor **9:30A.M. to 10:30A.M.**

(Only for those who have badges with ribbons)

Conducted by Mrs. Eva L. Briggs, Hinkston Studios, Detroit, Mich. The topic today will be: "Scientific Business Promotion," which will be briefly covered in a 10-minute introduction, followed by an open discussion of business promotion in reception room work.

P. A. of A. Business Promotion Program

Grand Ball Room—Second Floor **10:00 A.M. to 12 Noon**

(Only for those who have badges with ribbons)

Immediate Past President George F. Grignon in the Chair.

10:00 A.M.—E. P. Bateham, Norwalk, Ohio: "How I Built Up My Business in Photographic Supplies," followed by a 15-minute discussion period.

11:00 A.M.—William J. Meuer, Madison, Wis.: "The 16mm Movie as a Business Builder," an illustrated talk.

(Continued on next page)

WEDNESDAY — AUGUST 21 (Continued)

P. A. of A. Photo Finishing Program

Boulevard Room Lower Level—Second Floor10:00 A.M. to 12 Noon

(Only for those who have badges with ribbons)

Commercial Vice-President James E. Thompson in the Chair.

10:00 A.M.—Albert Perez, Mansfield, Ohio: "Changing the Usual Summer Slump into a Profit," followed by a 15-minute discussion period.

11:00 A.M.—Alfred L. Turner, Anderson, Ind.: "Photo Finishing Keeps People Coming to Your Studio," followed by a 15-minute discussion period.

N. P. D. A. Convention Program

South Ball Room—Third Floor10:30 A.M. to 12 Noon

(Only for those who have N. P. D. A. badges with or without ribbons, or P. A. of A. badges with green or orange ribbons)

President Charles Bass in the Chair.

10:30 A.M.—Announcements.

10:40 A.M.—W. M. Packer, Vice-President of Distribution, Packard Motor Car Co., Detroit, Mich.: "Photographic Contests and Their Relation to Your Business."

11:00 A.M.—Election of Officers.

11:30 A.M.—General Business and Open Forum.

P. A. of A. Direct Color Clinic

North Assembly Room—Third Floor10:30A.M.to11:30A.M.

(Only for those who have badges with ribbons)

Conducted by Charles Harris Miller, Chicago, Ill. Here you can ask and have answered all manner of questions on direct color work: transparencies, color prints, processes, color separation or one-shot cameras, their use and construction.

P. A. of A. Commercial Coloring and Work on Negatives Clinic

Private Dining Room #2—Third Floor10:30A.M.to11:30A.M.

(Only for those who have P. A. of A. badges with ribbons)

Conducted by Mrs. Mary Larson, Chicago, Ill. Mrs. Larson will demonstrate correct methods in answer to questions from the floor and will conduct an open discussion. An important feature for the commercial photographer.

P. A. of A. Studio Decoration and Arrangement Clinic

West Ball Room—Third Floor10:30 A.M. to 12 Noon

(Only for those who have badges with ribbons)

Conducted by Mrs. Helen Sheldon Gerdes, Jackson Heights, N. Y. Ways and means of planning new studios or remodeling and redecorating old ones to get the best results with the least expenditures. Join in the discussion, offer your own ideas and get those of others.

N. P. D. A. Get-Together Luncheon

Upper Tower Ball Room—Tower12:30P.M. to 3:00P.M.

An informal Luncheon only for active and associate members of The N. P. D. A.

Synchronizer and Flash-Lamp Manufacturers

Council Room—Basement12:30P.M. to 3:00P.M.

A Luncheon and Meeting only for Manufacturers of Synchronizers and Flash Lamps—All such manufacturers are invited to attend.

(Continued on next page)

WEDNESDAY — AUGUST 21 (Continued)

P. A. of A. Portrait Program

Grand Ball Room—Second Floor 1:30 P.M. to 5:00 P.M.

(Only for those who have badges with ribbons)

President A. R. Buchman in the Chair.

1:30 P.M.—Everett A. Stoffel, Denver, Colo.: "Lighting and Posing Groups of Two," an illustrated talk and demonstration.

2:45 P.M.—The Portrait Jury (James H. Brakebill, Knoxville, Tenn., Maurice Carnes LaClaire, Grand Rapids, Mich., and Charles F. Snow, Boulder, Colo.): "The Portrait Print Clinic," discussing among themselves but from the platform for the benefit of the audience selected photographs from the Picture Exhibit.

P. A. of A. Commercial Program

Boulevard Room Lower Level—Second Floor 1:30 P.M. to 4:15 P.M.

(Only for those who have badges with ribbons)

Vice-President Chas. H. Groene in the Chair.

1:30 P.M.—Robin Thompson, Knoxville, Tenn.: "Right and Wrong in Ordinary Commercial Photography," an illustrated talk.

2:45 P.M.—H. S. Copeland, Grignon Studios, Chicago, Ill.: "The Posing and Lighting of Hands and Feet," a demonstration.

N. P. D. A. Convention Program

South Ball Room—Third Floor 2:00 P.M. to 4:00 P.M.

(Only for those who have N. P. D. A. badges with or without ribbons, or P. A. of A. badges with green or orange ribbons)

President Charles Bass in the Chair.

2:00 P.M.—Announcements.

2:15 P.M.—New Business.

2:30 P.M.—Old Business.

3:00 P.M.—Open Forum.

P. A. of A. Council Meeting

Boulevard Room Lower Level—Second Floor 7:00 P.M. to 9:00 P.M.

Business session—for Council Members only.

President A. R. Buchman in the Chair.

Amateur Night and Dance—P. A. of A.—N. P. D. A.

Grand Ball Room—Second Floor 9:00 P.M. to 1:00 A.M.

(For all who have badges, with or without ribbons)

Master of Ceremonies—Frank Shepard.

Members of the Ladies' Reception Committee—hostesses.

Al Diem and his Orchestra.

All amateur talent from among those attending the Conventions and Trade Show. Five cash prizes: \$15 First; \$10 Second; \$5 each for Third, Fourth and Fifth. Amateurs desiring to compete must give their names to Mr. Shepard, who will arrange for rehearsals when necessary. He wears the only white ribbon badge and can easily be identified.

Card tables for those not dancing.

Note to the Men: All evening affairs are informal.

(Continued on next page)

THURSDAY — AUGUST 22

Registration—P. A. of A.—N. P. D. A.

Registration Desk, Basement Outside Exhibition Hall **8:30 A.M. to 6:00 P.M.**
Treasurer James M. Caufield and Assistant Treasurer Fred R. Bill in charge.
Members of the Ladies' Reception Committee present to give information and greet visiting ladies.

Help and Studio Exchange—P. A. of A.—N. P. D. A.

Desk in Basement Outside Exhibition Hall **8:30 A.M. to 6:00 P.M.**
For the convenience of those seeking positions or employees, desiring to sell or exchange equipment, buy or sell studios.

Ladies' Lounge—P. A. of A.—N. P. D. A.

Room 430-A—Fourth Floor **9:00A.M. to 12:00P.M.**
(For all ladies who have badges, with or without ribbons)
In charge of the Ladies' Reception Committee. A place to meet your friends or while away an hour with a game of cards.

Trade Show—N. P. D. A.—P. A. of A.

Basement Exhibition Hall and Second Floor **9:00 A.M. to 5:30 P.M.**
(For all who have badges, with or without ribbons)
Nearly 150 manufacturers, importers and wholesalers showing practically everything that photographers and dealers can use or sell. Get your fall buying all done at one time when you can actually see and compare competing products.

P. A. of A. Picture Exhibit

Boulevard Room Upper Level—Second Floor **9:00 A.M. to 5:30 P.M.**
(For all who have badges, with or without ribbons)
Study this Exhibit and see how your own work compares with what others are doing; see the latest ideas in posing, lighting and background arrangements.

P. A. of A. Model Studios

West Ball Room—Third Floor **9:00 A.M. to 5:30 P.M.**
(Only for those who have badges with ribbons)
Five miniature model studios, all different, all modern and practical. They warrant your careful study.

P. A. of A. Negative Quality Clinic

Private Dining Room #1—Third Floor **9:00A.M. to 11:00A.M.**
(Only for those who have P. A. of A. badges with ribbons)
Conducted by George J. Kossuth, Wheeling, W. Va. Bring your own negatives and let Mr. Kossuth, through his advice and criticism, show you how they may be improved.

P. A. of A. Commercial Prices and Costs Clinic

North Assembly Room—Third Floor **9:30A.M. to 10:30A.M.**
(Only for those who have badges with ribbons)
Conducted by Horace A. Grignon, Chicago, Ill. Do you know whether your prices are in line with those in other cities; do you know how to figure your prices? Come to this Clinic and find out.

(Continued on next page)

THURSDAY — AUGUST 22 (Continued)

P. A. of A. Reception Room Clinic

North Ball Room—Third Floor **9:30A.M. to 10:30A.M.**

(Only for those who have badges with ribbons)

Conducted by Mrs. Eva L. Briggs, Hinkston Studios, Detroit, Mich. Today's topic will be: "Psychology of Handling Babies and Children." At this session Mrs. Briggs will be assisted by several members of the Baby Photographers' Society; bring your problems to this group of experts for open discussion.

P. A. of A. Business Promotion Program

Grand Ball Room—Second Floor **10:00 A.M. to 12 Noon**

(Only for those who have badges with ribbons)

President A. R. Buchman in the Chair.

10:00 A.M.—Ford Cary, Traverse City, Mich.: "Dog Portraits as a Sideline Pay Good Profits," followed by a 15-minute discussion period.

11:00 A.M.—William L. Koehne, Chicago, Ill.: "How to Solicit—and Sell—Home Portraiture." Joining Mr. Koehne on the platform for this feature will be a number of Chicago's most expert home portrait sales people.

P. A. of A. Photo Finishing Program

Boulevard Room Lower Level—Second Floor **10:00 A.M. to 12 Noon**

(Only for those who have badges with ribbons)

Portrait Vice-President William Gerdes in the Chair.

10:00 A.M.—Will L. Cress, Wheeling, W. Va.: "Co-ordinating Commercial Photography and Photo-Finishing," followed by a 15-minute discussion period.

11:00 A.M.—Ray Moody, Greeneville, Tenn.: "What Photo Finishing Means to Your Other Studio Departments," followed by a 15-minute discussion period.

N. P. D. A. Convention Program

South Ball Room—Third Floor **10:30 A.M. to 12 Noon**

(Only for those who have N. P. D. A. badges with or without ribbons, or P. A. of A. badges with green or orange ribbons)

President Charles Bass in the Chair.

10:30 A.M.—Announcements.

10:45 A.M.—Installation of New Officers.

11:00 A.M.—Unfinished Business.

11:15 A.M.—Open Forum.

12:00 Noon—Adjournment.

P. A. of A. Direct Color Clinic

North Assembly Room—Third Floor **10:30A.M. to 11:30A.M.**

(Only for those who have badges with ribbons)

Conducted by Charles Harris Miller, Chicago, Ill. If you are working in direct color by any process and are having difficulties, or if you plan to enter this field, mark this Clinic as one you must positively attend.

(Continued on next page)

THURSDAY — AUGUST 22 (Continued)

P. A. of A. Portrait Oil Coloring Clinic

Private Dining Room #2—Third Floor **10:30 A.M. to 11:30 A.M.**
(Only for those who have P. A. of A. badges with ribbons)
Conducted by Miss Martha Pyke, Peoria, Ill. Bring your own prints for criticism and advice. Miss Pyke, by actual demonstration, will show how to attain the results you are seeking. This is not a coloring school.

P. A. of A. Studio Decoration and Arrangement Clinic

West Ball Room—Third Floor **10:30 A.M. to 12 Noon**
(Only for those who have badges with ribbons)
Conducted by Mrs. Helen Sheldon Gerdes, Jackson Heights, N. Y. First a general talk on the planning and decoration of studios and workrooms, and then an open discussion in which all in the audience may join.

Photographic Publishers' Luncheon

Private Dining Room #10—Third Floor **12:30 P.M. to 3:00 P.M.**
An informal Luncheon and Meeting only for publishers of photographic magazines and trade journals, for the discussion of their problems.

P. A. of A. Portrait Program

Grand Ball Room—Second Floor **1:30 P.M. to 4:15 P.M.**
(Only for those who have badges with ribbons)
President A. R. Buehman in the Chair.
1:30 P.M.—Hillary G. Bailey, Indianapolis, Ind.: "Composition in Picture-Making and the Thirteenth Negative," an illustrated talk.
2:45 P.M.—William H. Towles, Rockville, Md.: "Portraiture of Men with Fluorescent Light," a demonstration.

P. A. of A. Commercial Program

Boulevard Room Lower Level—Second Floor **1:30 P.M. to 5:00 P.M.**
(Only for those who have badges with ribbons)
Vice-President Chas. H. Groene in the Chair.
1:30 P.M.—Wesley E. Bowman, Chicago, Ill.: "Creating Unusual Background Effects," a demonstration.
2:45 P.M.—The Commercial Jury (H. K. Shigeta, Chicago, Ill.; Harold Waltz, Toledo, Ohio, and William J. Larcey, Ohio Bell Telephone Co., Cleveland, Ohio): "The Commercial Print Clinic," discussing among themselves but from the platform for the benefit of the audience selected photographs from the Picture Exhibit.

Annual Banquet and Ball— P. A. of A.—N. P. D. A.

Grand Ball Room—Second Floor **7:30 P.M. to 2:00 A.M.**
(Admission by ticket only—\$2.50 per plate)
Presidents A. R. Buehman and Charles Bass acting as Co-Chairmen.
Toastmaster—A. R. Buehman.
Music during the Banquet by a String Ensemble.
Hats, Balloons, Serpentine and Favors for the Ladies.
Introductions of New Board Members, Officers and Others with brief remarks only—no long speeches.

(Continued on next page)

THURSDAY — AUGUST 22 (Continued)

Master of Photography Degree and Diploma Awards.

Harold Sells and his Orchestra.

Two cabaret floor shows—nothing repeated from other evenings.

Card tables for those not dancing.

Members of the Ladies' Reception Committee—hostesses.

Note to the Men: All evening affairs are informal.

FRIDAY — AUGUST 23

Registration—P. A. of A.—N. P. D. A.

Registration Desk, Basement Outside Exhibition Hall **9:00 A.M. to 12 Noon**

Treasurer James M. Caulfield and Assistant Treasurer Fred R. Bill in charge.

Members of the Ladies' Reception Committee present to greet visiting ladies.

Help and Studio Exchange—P. A. of A.—N. P. D. A.

Desk in Basement Outside Exhibition Hall **9:00 A.M. to 4:00 P.M.**

Your last chance to locate that position or find an employee; to sell or buy a studio; exchange or sell equipment.

Ladies' Lounge—P. A. of A.—N. P. D. A.

Room 430-A—Fourth Floor **9:00 A.M. to 6:00 P.M.**

(For all ladies who have badges, with or without ribbons)

Make your plans today for any final shopping tours or trips around Chicago.

Be sure you have left no belongings in this room.

Trade Show—N. P. D. A.—P. A. of A.

Basement Exhibition Hall and Second Floor **9:00 A.M. to 2:00 P.M.**

(For all who have badges, with or without ribbons)

The exhibitors will commence to dismantle their displays promptly at 2:00 P.M.

Better get around this morning to close those deals you have been considering.

P. A. of A. Picture Exhibit

Boulevard Room Upper Level—Second Floor **9:00 A.M. to 2:00 P.M.**

(For all who have badges, with or without ribbons)

At 2:00 P. M. the pictures start to come down; this morning will be your last opportunity to study them.

P. A. of A. Model Studios

West Ball Room—Third Floor **9:00 A.M. to 2:00 P.M.**

(Only for those who have badges with ribbons)

Better snatch a last look at these and photograph them or buy a set of prints for your guidance when you return home.

P. A. of A. Negative Quality Clinic

Private Dining Room #1—Third Floor **9:00A.M. to 11:00A.M.**

(Only for those who have P. A. of A. badges with ribbons)

Conducted by George J. Kossuth, Wheeling, W. Va. Still time for a personal consultation with Mr. Kossuth about your negatives and how they may be improved.

(Continued on next page)

FRIDAY — AUGUST 23 (Continued)

P. A. of A. Commercial Prices and Costs Clinic

North Assembly Room—Third Floor **9:30A.M. to 10:30A.M.**

(Only for those who have badges with ribbons)

Conducted by Horace A. Grignon, Chicago, Ill. If you aren't sure about the prices you charge for commercial work, this is the place to find out.

P. A. of A. Reception Room Clinic

North Ball Room—Third Floor **9:30A.M. to 10:30A.M.**

(Only for those who have badges with ribbons)

Conducted by Mrs. Eva L. Briggs, Hinkston Studios, Detroit, Mich.: "Free Publicity for the Photographer," will be the topic for today. This will be covered in a 10-minute introduction, followed by an open discussion of reception room and sales promotion problems.

P. A. of A. Business Promotion Program

Grand Ball Room—Second Floor **10:00 A.M. to 12 Noon**

(Only for those who have badges with ribbons)

Secretary J. Anthony Bill in the Chair.

10:00 A.M.—Lewis H. Stafford, Wheaton, Ill.: "A Ready Camera Means Ready Cash," followed by a 15-minute discussion period.

11:00 A.M.—Roy Hirshburg, Richmond, Ind.: "Advertising for Studios of the Smaller Cities," including a demonstration of dressing show windows and cases.

P. A. of A. Photo Finishing Program

Boulevard Room Lower Level—Second Floor **10:00 A.M. to 12 Noon**

(Only for those who have badges with ribbons)

Commercial Vice-President James E. Thompson in the Chair.

10:00 A.M.—C. C. Hintz, Dixon, Ill.: "Added Profits from Photographic Greeting Cards and Other Items," followed by a 15-minute discussion period.

11:00 A.M.—Fred L. Roy, Peterborough, Ont.: "Building a Demand for Photo-Finishing in a Small Town," followed by a 15-minute discussion period.

P. A. of A. Direct Color Clinic

North Assembly Room—Third Floor **10:30A.M. to 11:30A.M.**

(Only for those who have badges with ribbons)

Conducted by Charles Harris Miller, Chicago, Ill. Your final opportunity to get expert advice on any type of direct color problem.

P. A. of A. Commercial Coloring and Work on Negatives Clinic

Private Dining Room #2—Third Floor **10:30A.M. to 11:30A.M.**

(Only for those who have P. A. of A. badges with ribbons)

Conducted by Mrs. Mary Larson, Chicago, Ill. Answers by demonstration to questions on commercial coloring, blocking-out and other types of work on negatives and prints.

(Continued on next page)

FRIDAY — AUGUST 23 (Continued)

P. A. of A. Studio Decoration and Arrangement Clinic

West Ball Room—Third Floor **10:30 A.M. to 12 Noon**

(Only for those who have badges with ribbons)

Conducted by Mrs. Helen Sheldon Gerdes, Jackson Heights, N. Y. Mrs. Gerdes will discuss all five of the model studios and their relation to various types of business and the audience will then join in a general discussion of decorating and planning problems.

P. A. of A. Portrait Program

Grand Ball Room—Second Floor **1:30 P.M. to 4:15 P.M.**

(Only for those who have badges with ribbons)

President A. R. Buehman in the Chair.

1:30 P.M.—John E. Platz, Milwaukee, Wis.: "Lighting the Head and Shoulders in Photographing Women," a demonstration.

3:00 P.M.—W. Earl Burnell, Sarasota, Fla.: "Making Outstanding Prints from Ordinary Subjects," an illustrated talk.

P. A. of A. Commercial Program

Boulevard Room Lower Level—Second Floor **1:30 P.M. to 4:15 P.M.**

(Only for those who have badges with ribbons)

Immediate Past President George F. Grignon in the Chair.

1:30 P.M.—Frank Scherschel, *Milwaukee Journal*, Milwaukee, Wis.: "Synchronized Flash Photography," a demonstration.

3:00 P.M.—Sherman E. Surdam, General Electric Co., Schenectady, N. Y.: "Composition and Pictorial Value in Small-Object Studio Set-Ups," a demonstration.

The Miniature Camera in Professional Portraiture

A monthly department
by J. C. Weller, who will gladly
answer any questions
sent to him in our care

● "THE THREAT(?) of the Candid Camera" was the title of my demonstration before the Commercial Division at the 1936 Chicago convention. Since then there have been three times as many small cameras evident in the Portrait Division as in the Commercial. The minicam went portrait instead of commercial, and the owners and users came to our conventions. But as far as any real or fancied threat to your portrait business is concerned, one un-

avoidable fact has been discussed during the last two conventions and in this space. That fact is: there is a growing class of the more advanced and resourceful amateurs who can take better portraits than their local studios and can sell them for less. By "better" is meant that the customer who pays for them likes them better because they carry more of the subject's genuine expression. The fast, sharp lenses permit fast shutter speeds and the photographers do not have to say, "Now hold that! Don't wink your eyes! Wet your lips! Tilt your head this way just a speck! Now try again! Still now! Bloop!!!"

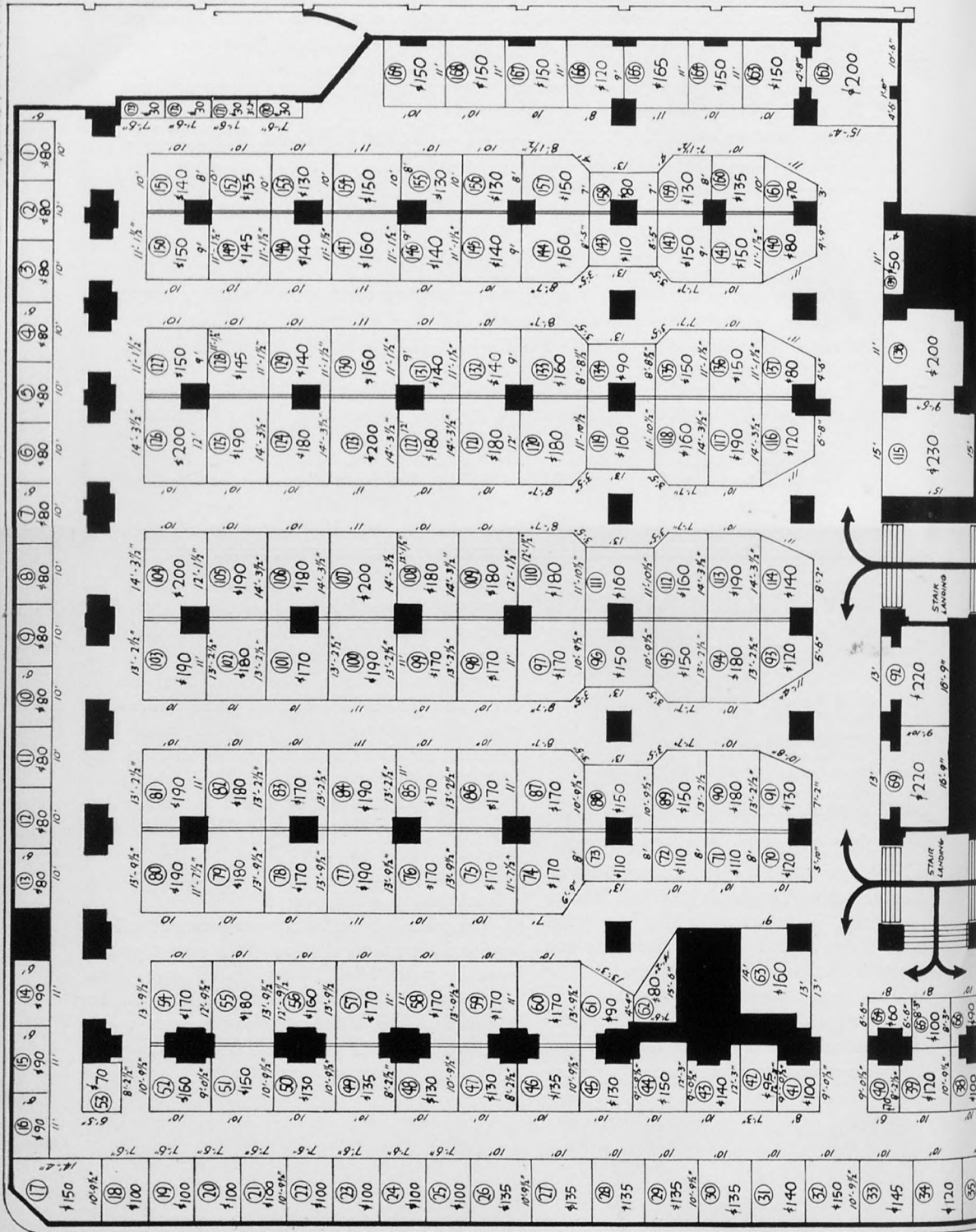
The so-called candid camera picture has been evaluated here several times. It portrays yawns, mouths with food being stuffed into them, southern exposures in bathing suits, and other horse-play. These are not the prints of a portrait artist who is experimenting and constant-

(Continued on page 140)

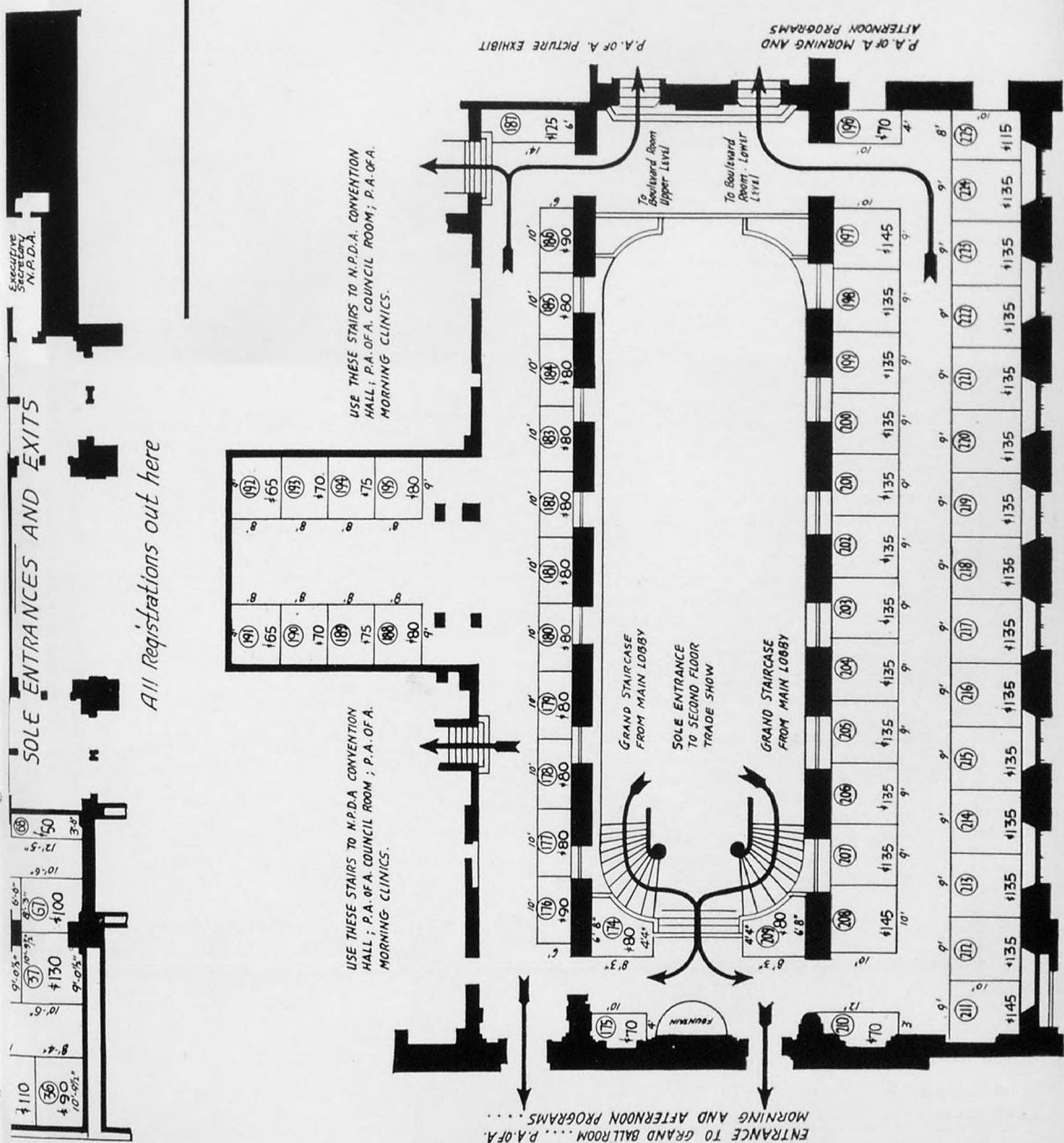
THE CHICAGO

BASEMENT EXHIBITION HALL

Booths 1 to 173



**N. P. D. A. Convention and All Other
Features on Floor Above This.**



Exhibitors in the Trade Show

● Because the Trade Show this year occupies so many booths that it has to be held on two floors of the Stevens Hotel, and because there are so many exhibitors represented—many of whom have never shown before—the list which follows is presented first with the names in alphabetical order and second numerically by booths. Reference to the floor plans on the previous pages will make location of any exhibitor quite easy. Because this list had to be sent to press nearly a month before the opening of the Trade Show the names of a few of the last-minute exhibitors will be missing.

<i>Name and City</i>	<i>Booth Numbers</i>
Irvin I. Aaron & Associates, Milwaukee, Wis.	129
Charles Abel Incorporated, Cleveland, Ohio	226
Acme-Lite Manufacturing Co., Chicago, Ill.	149
Adler-Jones Co., Chicago, Ill.	145
Agfa Ansco, Binghamton, N. Y.	188 to 195, inc.
Albert Specialty Co., Chicago, Ill.	41, 136 & 137
Amberg File & Index Co., Kankakee, Ill.	38
American Bolex Co., Inc., New York City	104 & 105
American Photographic Appliance Corp., Greenfield, Mass.	70
Ampro Corporation, Chicago, Ill.	112
Arel Photo Supply, St. Louis, Mo.	119
Arkay Laboratories, Inc., Milwaukee, Wis.	6
Barnett Laboratories, Chicago, Ill.	50
Bausch & Lomb Optical Co., Rochester, N. Y.	187
Bell & Howell Co., Chicago, Ill.	69
Berman-Meyers, Inc., New York City	40
M. Black Manufacturing Co., Philadelphia, Pa.	2
Blum's Photo Arts, Inc., Chicago, Ill.	72
Braquette, Inc., New York City	209
Brunner Photo Appliance Corp., Cleveland, Ohio	165
Build-A-Book Corp., Chicago, Ill.	8-B
Burke & James, Inc., Chicago, Ill.	93 to 95 & 174
California Card Mfg. Co., San Francisco, Calif.	128
Camera Craft Publishing Co., San Francisco, Calif.	3
Camera Specialty Co., New York City	26
Candid Camera Corp. of America, Chicago, Ill.	144
Castle Films, Inc., New York City	108
N. Champion, Orange, N. J.	111-A
Chardelle, Inc., New York City	15
Chess-United Co., Inc., New York City	64
Chilcote Company, Cleveland, Ohio	183 & 184
Commercial Metal Products Co., Chicago, Ill.	59
Credit Bureau for N. P. D. A., New York City	170
Da-Lite Screen Co., Chicago, Ill.	29 & 30
Dearborn Glass Co., Chicago, Ill.	57
Decorative Arts Guild Corp., Chicago, Ill.	87
Decorative Background Co., Chicago-Cicero, Ill.	1
Defender Photo Supply Co., Rochester, N. Y.	176 to 182, inc.
Dejur-Amsco Corp., Shelton, Conn.	63
Detrola Corporation, Detroit, Mich.	88
De Vry Corporation, Chicago, Ill.	150
Eagle Photo Supply Co., New York City	73
Eastman Kodak Company, Rochester, N. Y.	196 to 225, inc.
(Eastman Kodak Co.—Taprell Loomis Div., Chicago, Ill.)	
(Eastman Kodak Stores)	
Electronic Products Mfg. Corp., Ann Arbor, Mich.	12
Elkay Photo Products Co., Newark, N. J.	78
Elwood Pattern Works, Indianapolis, Ind.	99
Emby Photographic Products of California, Inc., Los Angeles, Calif.	14-B
Engel Art Corners Mfg. Co., Chicago, Ill.	8-A
Excel Movie Products, Chicago, Ill.	54
Federal Stamping & Engineering Corp., Brooklyn, N. Y.	117 & 118

CLASSIFIED DIRECTORY

Of Manufacturers, Importers and Exclusive Distributors of Photographic Equipment, Apparatus and Materials, published as a section of the August 5, 1940 issue of THE PROFESSIONAL PHOTOGRAPHER. A Directory of Sources—not distributors. 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 of firms not listed, write the publishers: Charles Abel Incorporated, 520 Caxton Bldg., Cleveland, Ohio.

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A

ACCOUNTING SYSTEMS FOR STUDIOS

Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Ingento Studio Register
Eastman Kodak Co., Rochester, N. Y. _____ Eastman Studio Register System; Loose Leaf
Studio Register and Cash Book.

ACID PROOF PAINT (See Tank Coating Materials; Tray Coating Materials)

ADAPTER RINGS

Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Solar.
Chess-United Co., Madison Ave. & 29th St., New York City _____ Omag.
Eastman Kodak Co., Rochester, N. Y. _____ Kodak.

ADHESIVES

Eastman Kodak Co., Rochester, N. Y. _____ Eastman Photo Paste; Kodak Liquid Glue; Double
Coated Mounting Tape; Dry Mounting Tissue.
Gross Photo Supply Co., 1501-17 W. Bancroft St., Toledo, Ohio _____ Photo-Latex Paste.
Holliston Mills, Inc., Norwood, Mass. _____ Holliston Photo-Cloth Double-Coated.
Phillip A. Hunt Co., 253-261 Russell St., Brooklyn, N. Y. _____ Hunt's Rubber Cement.
Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Norwil Rubber Cement;
Norwil Film 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.
Webster Bros. Laboratory, 53 W. Jackson Blvd., Chicago, Ill. _____ Webster's.

AIR BRUSHES AND ACCESSORIES

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

AIR COMPRESSING UNITS FOR AIRBRUSHING AND SPRAYING

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

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;
Commercial; Protecto; Amateur.
Fink-Rosellie Co., Inc., 109 W. 64th St., New York City _____ F-R Foto Log.
Holliston Mills, Inc., Norwood, Mass. _____ Holliston Sturdi-Binders.
Hornstein Photo Sales, 320 W. Ohio St., Chicago, Ill. _____ Protectoid.
George Murphy, Inc., 57 E. 9th St., New York City _____ Eagle; Royal.
Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Norwil.
Raygram Corporation, 425 - 4th Ave., New York City _____ Redi-Record.

ANILINE COLORS

Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ R-9 Dyes.
Peerless Color Laboratories, 11-13 Diamond Place, Rochester, N. Y. _____ Peerless; Imperial (liquid).
Webster Bros. Laboratory, 53 W. Jackson Blvd., Chicago, Ill. _____ Webster's Overglaze.

APPARATUS AND EQUIPMENT, USED

Burke & James, Inc., 223 W. Madison St., Chicago, Ill.
Medo Photo Supply Corp., 15 W. 47th St., New York City.
George Murphy, Inc., 57 E. 9th St., New York City.
Norman-Willets Co., 318 W. Washington St., Chicago, Ill.

APRONS, DARK ROOM

Albert Specialty Co., 231 S. Green St., Chicago, Ill. _____ Trojan.
Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Jiffy.
Eastman Kodak Co., Rochester, N. Y. _____ Eastman Rubber; Eastman Laboratory; Eastko.
Fotoshop, Inc., 18 E. 42nd St., New York City _____ Tru-Value; Ideal.
Medo Photo Supply Corp., 15 W. 47th St., New York City _____ Medo Pliofilm.
George Murphy, Inc., 57 E. 9th St., New York City _____ Eagle Oil Silk; Poole.
Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Norwil.
Raygram Corporation, 425 - 4th Ave., New York City _____ Raygram.

ARC LAMP EQUIPMENTS

Beattie's Hollywood Hi-Lite Company, Hollywood, Calif. _____ Litho-Twin Floodlites;
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.

Testrite Instrument Co., Inc., 57 E. 11th St., New York City _____ Fotolites.

AUTOMATIC PHOTOGRAPHING MACHINES

International Mutoscope Reel Co., Inc., 44-01 - 11th St., Long Island City, N. Y. _____ Photomatic

B

BABY HOLDERS

Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Rexo Baby Poser.
George Murphy, Inc., 57 E. 9th St., New York City _____ Background; Rounds.

BACKGROUND ACCESSORIES

Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Rexo.
Decorative Background Co., Inc., 4814-18 W. 25th Place, Chicago-Cicero, Ill. _____ Doorways; Gateways;
Steps; Columns; Niches; Railings; Etc.; All Adjustable and Interchangeable.

BACKGROUND CARRIERS

Holliston Mills, Inc., Norwood, Mass. _____ Folding, for Blentone Backgrounds.
George Murphy, Inc., 57 E. 9th St., New York City _____ Eagle.

BACKGROUND PROJECTION SCREENS

Da-Lite Screen Co., Inc., 2723 N. Crawford Ave., Chicago, Ill.

BACKGROUND PROJECTION SLIDES (See also Projectors, Background)

Beattie's Hollywood Hi-Lite Company, Hollywood, Calif. _____ Shadoleaf Transparencies.

BACKGROUNDS

Decorative Background Co., Inc., 4814-18 W. 25th Place, Chicago-Cicero, Ill. _____ Movable and
Interchangeable Background Sets and Effects.
Holliston Mills, Inc., Norwood, Mass. _____ Blentone Roll.
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)

BAGS, FILM HOLDER

Ries Camera Co., 1314 Beachwood Drive, Hollywood, Calif. _____ No. 1 4x5-5x7; No. 2 5x7-8x10.

BELLOWS

Folmer Graflex Corp., Rochester, N. Y. _____ For Graflex; Graphic; Century;
Crown; Cirkut; and Folmer Equipment.

BELLOWS, MATERIAL FOR REPAIRING CLOTH OR LEATHER

David C. Brown Co., 17532 Wisconsin Ave., Detroit, Mich. _____ Photo Flex Coatings.

BELLOWS REPAIRS

David C. Brown Co., 17532 Wisconsin Ave., Detroit, Mich. _____ Repairs Made with Photo Flex Coatings.
Hornstein Photo Sales, 700 Elm St., Dallas, Texas _____ All Makes.

BINOCULARS, FIELD GLASSES, TELESCOPES AND ACCESSORIES

Bausch & Lomb Optical Co., Rochester, N. Y. _____ Bausch & Lomb Prismatic and Zephyr-Light
Binoculars; Balar and Companion Field Glasses; Telescopes; Spotting Scopes; Cases; Accessories.
Burleigh Brooks, Inc., 126 W. 42nd St., New York City _____ Schneider Binoculars.
C. P. Goerz American Optical Co., 317 E. 34th St., New York City _____ Goerz Binoculars.
International Research Corp., 4th & William Sts., Ann Arbor, Mich. _____ Argus Spotting Scope.
Medo Photo Supply Corp., 15 W. 47th St., New York City _____ Ross Binoculars.
Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Norwil Binoculars.
Testrite Instrument Co., Inc., 57 E. 11th St., New York City _____ Perflex Glasses.
Wollensak Optical Co., Rochester, N. Y. _____ Wollensak 8x30 Prism Binocular; Allscopes (telescope
spectacles); 4x Rambler; Telescopes 8x to 45x; Telescope Clamp and Tripods; Spotting Scopes;
Rifle-Telescope.
Carl Zeiss, Inc., 485 - 5th Ave., New York City _____ Zeiss Featherweight Binoculars; Telescopes;
Monocular Field Glasses; Rifle-Telescopes; Accessories.

BOOTH CAMERAS (See Camera Booths for Semi-Automatic Portraiture)

BORDER TINTING MASKS (See Masks)

BOTTLES, PHOTOGRAPHIC

Albert Specialty Co., 231 S. Green St., Chicago, Ill. _____ Albert Brown.

BOXES FOR SENSITIZED PAPER

R. P. Carville, 118 Liberty St., New York City _____ Lock-Sharp Light Tight Self-closing.
Hornstein Photo Sales, 320 W. Ohio St., Chicago, Ill. _____ RHS Paper Safe.
Motion Picture Screen & Accessories Co., Inc., 351 W. 52nd St., New York City _____ M.P.A. Standard
and De Luxe Paper Safes.

BROMOIL MATERIALS AND PAPER

Defender Photo Supply Co., Inc., Rochester, N. Y. _____ Velour Black C, D, I, Ler, N, (2) Papers.
Medo Photo Supply Corp., 15 W. 47th St., New York City _____ Wellington Papers.
George Murphy, Inc., 57 E. 9th St., New York City _____ Autotype.
Photo Utilities, Inc., 10 W. 33rd St., New York City _____ Utilo Prepared Bleacher and Complete Outfits.

BULBS AND TUBING, RUBBER

Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Rexo.
Eastman Kodak Co., Rochester, N. Y. _____
Medo Photo Supply Corp., 15 W. 47th St., New York City _____ Medo.
Michigan Photo Shutter Co., 170 E. Water St., Kalamazoo, Mich. _____ Packard, Red and White.

BULK FILM WINDERS

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

C

CALENDAR PADS FOR USE WITH PHOTOGRAPHS

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

CALENDARS FOR USE WITH PHOTOGRAPHS

Winthrop-Atkins Co., Inc., Middleboro, Mass. _____ Easel or Wall Frame Type.

CAMERA BACKS

Agfa Ansco, Binghamton, N. Y. _____ For Universal, Agfa Commercial and Standard
Cameras; Ansco and De Luxe Studio Outfits.
Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ for Watson Professional Cameras.
N. Champion, 327 Main St., Orange, N. J. _____ Champion Negative Identifier.
Eastman Kodak Co., Rochester, N. Y. _____ For Eastman View and Commercial View Cameras.
Folmer Graflex Corp., Rochester, N. Y. _____ For Crown and Century Cameras; Century and
Master Studio Outfits.
Autotype Repeating.
George Murphy, Inc., 57 E. 9th St., New York City _____

CAMERA BOOTHS FOR SEMI-AUTOMATIC PORTRAITURE

Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Luxor Jr., Direct Positive Photo Outfit.
 International Mutoscope Reel Co., Inc., 44-01 - 11th St., Long Island City, N. Y. _____ Photomatic.
 Marks & Fuller, Inc., 44 East Ave., Rochester, N. Y. _____ Marful Direct Positive Booths.

CAMERA CASES

Agfa Ansco, Binghamton, N. Y. _____ Leather, for Agfa Ansco Cameras.
 Burleigh Brooks, Inc., 126 W. 42nd St., New York City _____ Leather, for all Roll Film and Film Pack Types.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Rexo, in All Types.
 Eastman Kodak Co., Rochester, N. Y. _____ Leather, for all Eastman Cameras.
 Folmer Graflex Corp., Rochester, N. Y. _____ Carrying Cases for Graflex, Graphic, Century, Crown, Circuit and Folmer Equipment.
 Fotoshop, Inc., 18 E. 42nd St., New York City _____ Special Combination, for Color Cameras.
 Hornstein Photo Sales, 320 W. Ohio St., Chicago, Ill. _____ Cases and Pouches to Fit All Cameras.
 International Research Corp., 4th & William Sts., Ann Arbor, Mich. _____ For All Argus Cameras.
 Medo Photo Supply Corp., 15 W. 47th St., New York City _____ Leather, for Speed Graphics.
 Mirotex Products, 6241 Southwood Ave., St. Louis, Mo. _____ Art Leather, for Special C-8 Argus, Cine-Kodak, Keystone 16mm Cameras; also Made to Order.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Norwil Genuine Leather.
 Photo Utilities, Inc., 10 W. 33rd St., New York City _____ Leather for Uttilo and Similar Cameras.
 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, Binghamton, N. Y. _____ Universal; Utility Tripod.
 Burke & James, Inc., 223 W. Madison St., Chicago Ill. _____ Rexo Folding Studio Tripod;
 Sandow No. 11 Tripod; Ideal Tripods.
 Eastman Kodak Co., Rochester, N. Y. _____ Eastko Tripod; Professional Tripod; Eastman Commercial Metal Tripod; Commercial Tripod Stand.
 Folmer Graflex Corp., Rochester, N. Y. _____ Century; Century Studio; Century Master; Crown Compact.
 Medo Photo Supply Corp., 15 W. 47th St., New York City _____ Alto De Luxe Tripod.
 Photogenic Machine Co., Youngstown, Ohio _____ Perkins All-Purpose Counterbalanced.
 Sun Ray Photo Co., Inc., 295-309 Lafayette St., New York City _____ Sun Ray for home portrait, studio and commercial work.
 Testrite Instrument Co., Inc., 57 E. 11th St., New York City _____ Stanrite Stands.

CAMERA STANDS, COPYING

Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Solar.
 Folmer Graflex Corp., Rochester, N. Y. _____ Crown Laboratory Stand No. 2, 8x10.
 International Research Corp., 4th & William Sts., Ann Arbor, Mich. _____ Arguscope.
 Testrite Instrument Co., Inc., 57 E. 11th St., New York City _____ Stanrite Stands.

CAMERA SUPPORTS

Albert Specialty Co., 231 S. Green St., Chicago, Ill. _____ Albert Unilpod.
 Burleigh Brooks, Inc., 126 W. 42nd St., New York City _____ Bee Bee Neck Pod.
 Da-Lite Screen Co., Inc., 2723 N. Crawford Ave., Chicago, Ill. _____ Da-Lite Unilpods.
 Eastman Kodak Co., Rochester, N. Y. _____ Kodapod; Optipod.
 Photo Utilities, Inc., 10 W. 33rd St., New York City _____ Uttilo Trigger Tripod.

CAMERAS, AMATEUR

Agfa Ansco, Binghamton, N. Y. _____ Memo; Speedex; Clipper; Readyset; Shur-Shot; Shur-Flash;
 Cadet; Cadet-Flash; Chief; Pioneer; Viking; Readyset Special.
 Burleigh Brooks, Inc., 126 W. 42nd St., New York City _____ Bee-Bee; Foth Derby; Foth Derby II;
 Rolleiflex; Rolleicord; Linhof; Certo; Kawee; Dollina; Heidoscop; Dolly; Rolleidoscop; Certix;
 Pilot 6; Pilot Super; K. W. Reflex.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Weltur; Weltini; Welti; Watson; Perle;
 Weltax; Korelle; Ranger; Watson Special Press.
 Eastman Kodak Co., Rochester, N. Y. _____ Brownies; Kodak Seniors; Kodak Juniors; Kodak Bantam;
 Super Kodak; 6-20 Bulls Eye; Kodak Bantam Specials; Kodak Retina; Kodak Duo 6-20; Kodak
 Duex; Kodak 35 F/3.5 with Range Finder.
 Folmer Graflex Corp., Rochester, N. Y. _____ Graflex; Speed Graphic; 4x5 Crown View.
 International Research Corp., 5th & William Sts., Ann Arbor, Mich. _____ Argus 35mm Candid;
 Argoflex 2 1/4 x 2 1/4 Twin Lens Reflex.
 Medo Photo Supply Corp., 15 W. 47th St., New York City _____ Ihagee Duplex; Auto Ultrix.
 George Murphy, Inc., 57 E. 9th St., New York City _____ Thornton-Pickard.
 Photo Utilities, Inc., 10 W. 33rd St., New York City _____ Uttilo Special; Uttilo.
 Carl Zeiss, Inc., 485 - 5th Ave., New York City _____ Nettar; Ikonta; Super Ikonta; Ikoflex;
 Maximar; Ideal; Universal Juwel; Contax; Contaflex; Tenax.

CAMERAS, CLINICAL

Eastman Kodak Co., Rochester, N. Y. _____ Eastman.
 International Research Corp., 4th & William Sts., Ann Arbor, Mich. _____ Argus Macro Kit; Arguscope.

CAMERAS, COMMERCIAL

Agfa Ansco, Binghamton, N. Y. _____ Commercial.
 Burleigh Brooks, Inc., 126 W. 42nd St., New York City _____ Linhof.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Watson; Watson Commercial.
 Eastman Kodak Co., Rochester, N. Y. _____ Commercial View All-Metal 8x10.
 Folmer Graflex Corp., Rochester, N. Y. _____ Century Universal.

CAMERAS, COPYING (See Also Photo-Copying Machines)

Folmer Graflex Corp., Rochester, N. Y. _____ Crown Enlarging, Reducing and Copying;
 Graflex Photo-Record Micro-Copying.
 International Research Corp., 4th & William Sts., Ann Arbor, Mich. _____ Arguscope.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Norwil Copygraph.
 Rectigraph Div., Haloid Company, Rochester, N. Y. _____ Commercial Rectigraph; Rectigraph Daylight
 Duplex Photo-Recording Machine.

CAMERAS, DIRECT COLOR

Colorgraph Co., 80 East Ave., Rochester, N. Y. _____ Devin One-Shot Three-Color.
 George Murphy, Inc., 57 E. 9th St., New York City _____ Butler One-Shot Three-Color;
 Royal One-Shot Three-Color.

CAMERAS, DIRECT POSITIVE

Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Luxor Jr.
 Marks & Fuller, Inc., 44 East Ave., Rochester, N. Y. _____ Marful Foto-Flash Cameras and Booths.
 George Murphy, Inc., 57 E. 9th St., New York City _____ Eagle Camerascopes; Eagle Tintype; Eagle
 Combination.

- CAMERAS, FERROTYPY (See Cameras, Tintype)**
- CAMERAS, FINGERPRINT**
 Folmer Graflex Corp., Rochester, N. Y. _____ Graflex Fingerprint; Inspectograph.
- CAMERAS, HIGH SPEED**
 Burleigh Brooks, Inc., 126 W. 42nd St., New York City _____ Super Sport Dolly; Rolleiflex; Rolleiord;
 Super Dollina; Bee Bee.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Welta; Korelle Reflex.
 Folmer Graflex Corp., Rochester, N. Y. _____ Speed Graphic; Graflex.
 International Research Corp., 4th & William Sts., Ann Arbor, Mich. _____ Argus C3 Synchronized Flash.
- CAMERAS, IDENTIFICATION**
 Eastman Kodak Co., Rochester, N. Y. _____ Eastman Photo Evidence Outfit.
 Folmer Graflex Corp., Rochester, N. Y. _____ Graflex Compact Identification Outfit;
 Folmer Identification Unit.
 Marks & Fuller, Inc., 44 East Ave., New York City _____ Marful Identification Unit; Direct Paper
 Cameras.
- CAMERAS, MAGAZINE, FOR STREET SNAPPING**
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Acme 35mm.
- CAMERAS, MICROPHOTOGRAPHIC**
 Folmer Graflex Corp., Rochester, N. Y. _____ Graflex Photorecord Microfilm.
- CAMERAS, MINIATURE**
 Agfa Ansco, Binghamton, N. Y. _____ Memo; Clipper; Speedex.
 Burleigh Brooks, Inc., 126 W. 42nd St., New York City _____ Dollina; Rolleiflex; Rolleiord; Foth-Derby;
 Dolly; Pilot Super.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Korelle; Perle; Ranger; Watson; Welta;
 Welta; Welta; Welta.
 Eastman Kodak Co., Rochester, N. Y. _____ Kodak Bantam Special; Kodak Retina; Kodak Duo
 Six-20; Kodak Bantam.
 Folmer Graflex Corp., Rochester, N. Y. _____ National Graflex.
 International Research Corp., 4th & William Sts., Ann Arbor, Mich. _____ Argus 35mm Candid.
 Carl Zeiss, Inc., 485 - 5th Ave., New York City _____ Ikonta; Super Ikonta; Contax; Contaflex;
 Tenax; Ikoflex.
- CAMERAS, MOTION PICTURE**
 Eastman Kodak Co., Rochester, N. Y. Cine-Kodak 8; Cine-Kodak 16; Cine-Kodak Special; Cine-Kodak
 Model E F/1.9; Magazine Cine-Kodak 8, Model 90.
- CAMERAS, MULTIPLE**
 Folmer Graflex Corp., Rochester, N. Y. _____ Century.
- CAMERAS, PANORAM**
 Folmer Graflex Corp., Rochester, N. Y. _____ Cirkut.
- CAMERAS, PHOTO-MICROGRAPHIC**
 Bausch & Lomb Optical Co., Rochester, N. Y. _____ Bausch & Lomb Photo-Micrographic; Metallographic.
 International Research Corp., 4th & William Sts., Ann Arbor, Mich. _____ Argus Macro Kit; Arguscope.
 Carl Zeiss, Inc., 485 - 5th Ave., New York City _____ Zeiss Photo-Micrographic Outfits.
- CAMERAS, REFLEX**
 Burleigh Brooks, Inc., 126 W. 42nd St., New York City _____ Rolleiflex; Rolleiord; K.W. Reflex;
 Pilot Super.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Korelle Reflex.
 Eastman Kodak Co., Rochester, N. Y. _____ Brownie Reflex.
 Folmer Graflex Corp., Rochester, N. Y. _____ Graflex; National Graflex; Big Bertha.
 International Research Corp., 4th & William Sts., Ann Arbor, Mich. _____ Argoflex 2 1/4 x 2 1/4 Twin Lens.
 Carl Zeiss, Inc., 485 - 5th Ave., New York City _____ Ikoflex, Contaflex.
- CAMERAS, STEREO**
 Bausch & Lomb Optical Co., Rochester, N. Y. _____ Bausch & Lomb Ortho-Stereoscopic.
 Burleigh Brooks, Inc., 126 W. 42nd St., New York City _____ Heldoscop; Rolleidoscop; Altiscop; Eho.
- CAMERAS, STUDIO**
 Agfa Ansco, Binghamton, N. Y. _____ No. 5 Ansco Studio Outfit; No. 5 De Luxe Studio Outfit.
 Folmer Graflex Corp., Rochester, N. Y. _____ Century 4A, Master and 11b Studio Outfits.
- CAMERAS, TINTYPE**
 George Murphy, Inc., 57 E. 9th St., New York City _____ Eagle Camerascop; Eagle Tintype;
 Eagle Combination.
- CAMERAS, USED**
 Burleigh Brooks, Inc., 126 W. 42nd St., New York City.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill.
 Fotoshop, Inc., 18 E. 42nd St., New York City _____ Devin; Curtis; Lerochrome; Mikut; Ives; Young;
 Swiss; Vivex; All Makes Direct Color.
 Medo Photo Supply Corp., 15 W. 47th St., New York City
 George Murphy, Inc., 57 E. 9th St., New York City
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill.
- CAMERAS, VIEW**
 Agfa Ansco, Binghamton, N. Y. _____ Universal; Universal Junior; Commercial; Standard;
 Universal 5x7 with 4x5 Back.
 Burleigh Brooks, Inc., 126 W. 42nd St., New York City _____ Linhof; Bee Hand.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Watson Professional.
 Eastman Kodak Co., Rochester, N. Y. _____ Eastman View 5x7; 8x10; 11x14; 3 3/4 5x7; Commercial
 View All-Metal 8x10.
 Folmer Graflex Corp., Rochester, N. Y. _____ 4x5 Crown; 8x10 Century Universal.
- CAMERAS, WATCH**
 George Murphy, Inc., 57 E. 9th St., New York City _____ Expo.
- CANVAS, SENSITIZED**
 Defender Photo Supply Co., Inc., Rochester, N. Y. _____ Velour Black Canvas.
- CARBON PROCESS MATERIALS**
 Eastman Kodak Co., Rochester, N. Y. _____ Eastman Photogravure Tissue.
 George Murphy, Inc., 57 E. 9th St., New York City _____ Autotype.
- CARBRO PROCESS MATERIALS**
 Colorgraph Co., 80 East Ave., Rochester, N. Y. _____ Devin.
 Medo Photo Supply Corp., 15 W. 47th St., New York City _____ Illingworth Deluxe Bromide Paper.
 George Murphy, Inc., 57 E. 9th St., New York City _____ Autotype.

CELLULOSE FINE PORE SPONGES

Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Ingento.
 Fink-Roselieve Co., Inc., 109 W. 64th St., New York City _____ Du Pont.

CHAMMOIS FOR WIPING NEGATIVES

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

CHANGING BAGS

Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Ingento Standard; Ingento Zipper.

CHEMICALS, PHOTO-ENGRAVING

Eastman Kodak Co., Rochester, N. Y. _____ Eastman Collodion; Complete Collodion; Plain Collodion;
 Stripping Collodion; Iodizer; Special Iodizer; Engraver's Hard Varnish; Silver Nitrate; Rubber

Solution; Dragon's Blood; Topping Powder.
 Fink-Roselieve Co., Inc., 109 W. 64th St., New York City _____ F-R Photo-Fine.

Philip A. Hunt Co., 253-261 Russell St., Brooklyn, N. Y. _____ Hunt's Dragons Blood; Etching
 Powder; Stripping Collodion; Negative Collodion; Rubber Solution; Graph-O-Lith; H-18; H-20;
 Strip Film Developers.

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 Photopure.

CHEMICALS, PHOTOGRAPHIC

Agfa-Ansco, Binghamton, N. Y. _____ Agfa Laboratory-Tested.

Defender Photo Supply Co., Inc., Rochester, N. Y. _____ Defender Tested; Defender Chemical Preparations.

Eastman Kodak Co., Rochester, N. Y. _____ Eastman Tested; Elon; Prepared Developer Formula Powders.

Edwal Laboratories, Inc., 732 Federal St., Chicago, Ill. _____ Orthazite; Diamine-P; Diamine-H;

Monazol; Gradol; C. H. Q.; Catechol; T. S. P.; Amidol; Thermo Salt; also Edwal Film and
 Paper Developers; Fixers.

Fink-Roselieve Co., Inc., 109 W. 64th St., New York City _____ X-33 (Liquid or Dry Powder);

Quinolin (Liquid or Dry Powder); GDX; Fixol; Hardenol; Quinolol; Diotol; Monotol; Glycin;

Hydroquinone; Carbonates; Sulphites; Bromides; Etc.

Haloid Company, 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 Sulphites; Sodium Carbonate; Sodium Hyposulphite Rice Crystal; Potassium Alum;

Photographic Prepared Developers H-R Film, H-6 Fine Grain, H-7 Paper.

International Research Corp., 4th & William Sts., Ann Arbor, Mich. _____ Argus AR-1, AR-2, AR-3

Film and Paper Developers.

Mansfield Photo Research Labs., 701 S. LaSalle St., Chicago, Ill. _____ Chlorohydroquinone; Hydro-

quinone; Glycin; Amidol; Paraphenylenediamine; also prepared formulas.

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; Eagle Liquid MQ Developer.

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

Raygram Corporation, 425 - 4th Ave., New York City _____ Ray-Del; Ray-Stop; Ray-Fix.

Twin Laboratories, 2123 E. 9th St., Cleveland, Ohio _____ Regular and Fine-Grain Twin Speed Developers.

CHRISTMAS CARD MOUNTINGS, FOLDERS AND ENVELOPES (See Greeting Card Mountings, Folders and Envelopes)**CHRISTMAS CARDS, PERSONALIZED, PICTORIAL, FOR THE TRADE**

Paul L. Baruch, 234 - 5th Ave., New York City.

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, Binghamton, N. Y. _____ Agfa Light Filters and Safelight Glasses.

Albert Specialty Co., 231 S. Green St., Chicago, Ill. _____ Albert—14 Colors, Various Sizes.

Bausch & Lomb Optical Co., Rochester, N. Y. _____ Glass Type for Aerial Photography.

Burleigh Brooks, Inc., 126 W. 42nd St., New York City _____ Optochrome; Rolleiflex; Rolleicord; Bee Bee.

Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Para; Rexo; Ideal.

Chess-United Co., Madison Ave. & 29th St., New York City _____ Omag.

Eastman Kodak Co., Rochester, N. Y. _____ Kodak; Wratten (complete line for scientific purposes,

commercial and process work, photomicrography and spectroscopy).

Folmer Graflex Corp., Rochester, N. Y. _____ 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, Orange.

Hornstein Photo Sales., 320 W. Ohio St., Chicago, Ill. _____ Gloria; R.H.S.

International Research Corp., 4th & William Sts., Ann Arbor, Mich. _____ Argus Optical Glass.

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

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

Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Ilford for All Photographic Purposes.

Photo Utilities, Inc., 10 W. 33rd St., New York City _____ Utilo Filter Discs of Optical Glass in Six

Standard Colors; Mounted Filters.

Testrite Instrument Co., Inc., 57 E. 11th St., New York City _____ Testrite Optically Ground Plates, 5 Colors.

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

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

COLOR MOTION PICTURES

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.

Webster Bros. Laboratory, 53 W. Jackson Blvd., Chicago, Ill. _____ Webster's Dye-Proofing.

COLOR TEMPERATURE METERS

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

COLOR WORK FOR THE TRADE

A. A. Stone Co., 1492 W. 117th St., Cleveland, Ohio _____ Portrait Coloring by All Methods.

Webster Bros. Laboratory, 53 W. Jackson Blvd., Chicago, Ill. _____ Commercial Photo Coloring.

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; Tools; Lamps; Sizeit Medium; Fixit for Setting
Colors on Glossy Prints.
Webster Bros. Laboratory, 53 W. Jackson Blvd., Chicago, Ill. _____ Webster's Red Sable Brushes;
Webster's Photocolor Remover.

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; Opaque Colors; Retouching and Spotting Materials; Water Colors)

COLORS FOR GLOSSY PRINTS (See Water Colors)

COMIC FOREGROUNDS

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

CONDENSERS (See Lenses, Condensing)

COPY NEGATIVES READY FOR CONTACT PRINTING

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

COPYING AND RESTORING FOR THE TRADE

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 Company, Hollywood, Calif. _____ Lith-Twins; Copy Twins.

Folmer Graflex Corp., Rochester, N. Y. _____ Crown Laboratory Stand No. 2, 8x10 Photorecord Microfilm.

International Research Corp., 4th & William Sts., Ann Arbor, Mich. _____ Arguscope; Argus Copying

_____ Lens; Argus Citar Lens Extension.

Johnson Ventilite Co., 4619 W. Harrison St., Chicago, Ill. _____ Copy Ventilites; Special Reflector

_____ Equipment for Use with H-6 Water-Cooled Mercury Lamp.

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

Simplex Specialty Co., Inc., 118-17 W. 14th St., New York City _____ Simplex Shadowless Light;

_____ Simplex Copylite.

Carl Zeiss, Inc., 485 - 5th Ave., New York City _____ Contax Reproduction and Universal Stands.

CUT-OUT LETTERS FOR TITLING AND ILLUSTRATIVE EFFECTS

Albert Specialty Co., 231 S. Green St., Chicago, Ill. _____ Besbee Rubber, Bakelite, Wood and Metal

_____ Title Letter Sets.

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

Burleigh Brooks, Inc., 126 W. 42nd St., New York City.

D

DARKROOM LIGHTING EQUIPMENT (See Safelights)

DECKLE EDGE TRIMMING BOARDS

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

Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Rexo.

Eastman Kodak Co., Rochester, N. Y. _____ Eastman Deckle Edge Trimmer.

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

DENSITOMETERS

Albert Specialty Co., 231 S. Green St., Chicago, Ill. _____ Marshall Transmission.

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

DENTAL X-RAY PROJECTORS

Society for Visual Education, Inc., 100 E. Ohio St., Chicago, Ill.

DESENSITIZERS

Agfa Ansco, Binghamton, N. Y. _____ Pinakryptol Green; Pinakryptol Yellow.

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

DEVELOPERS (See Chemicals, Photographic; Fine Grain Developers)

DEVELOPING OUTFITS, AMATEUR

Agfa Ansco, Binghamton, N. Y. _____ Amateur Darkroom Outfits and Sundry Items.

Albert Specialty Co., 231 S. Green St., Chicago, Ill. _____ Trojan A, B, and C Developing Sets;

_____ Albert Travel-O-Kit.

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; F-R Complete 35mm Roll Film Developing Kit; F-R Complete Adjustable Roll Film Developing

_____ Kit.

Hornstein Photo Sales, 320 W. Ohio St., Chicago, Ill. _____ Faultless.

Raygram Corporation, 425 - 4th Ave., New York City _____ Raygram Developing and Printing Sets.

Testrite Instrument Co., Inc., 57 E. 11th St., New York City _____ Fototex Tray and Tank Sets.

DIFFUSING CLOTH FOR LIGHTS

Testrite Instrument Co., Inc., 57 E. 11th St., New York City _____ Fotolite Diffusion Cloths.

DIFFUSION DEVICES

Burleigh Brooks, Inc., 126 W. 42nd St., New York City _____ Duto Diffusing Discs.

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

Testrite Instrument Co., Inc., 57 E. 11th St., New York City _____ Fotolite Diffusion Clips.

DIRECT COLOR (3200° K) LAMPS

General Electric Co., Nela Park, Cleveland, Ohio _____ G-E Mazda in sizes from 500 to 10,000-

_____ Watts, for Kodachrome B; CP lamps (3380° K) in 2000, 5000 and 10,000 watts.

Westinghouse Lamp Division, Bloomfield, N. J. _____ Westinghouse Mazda 500, 1000, 1500, 2000,

_____ 5000-watt types.

DIRECT COLOR PRINTS

Fotoshop, Inc., 13 E. 42nd St., New York City _____ By Carbro, Chromatic, Wash-Off and

_____ Transparency Separation Processes.

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

Colorgraph Co., 80 East Ave., Rochester, N. Y. _____ Devin Tri-Color Pigment Materials.

Defender Photo Supply Co., Inc., Rochester, N. Y. _____ Chromatone Toners and Materials; Tri-Fac

_____ and Tri-Color Film Combination.

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.
 Fotoshop, Inc., 18 E. 42nd St., New York City _____ Condax.
 Medo Photo Supply Corp., 15 W. 47th St., New York City _____ Illingworth Deluxe Bromide Paper.
 George Murphy, Inc., 57 E. 9th St., New York City _____ Autotype Trichrome Carbro.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Ilford Color Plates; Colorstil Materials.
 Webster Bros. Laboratory, 53 W. Jackson Blvd., Chicago, Ill. _____ Webster's Aniline Colors for Retouching Direct Color and Kodachrome; Local Color Filters for Copying Kodachrome (a new method).

DIRECT COLOR PROCESSES

Colorgraph Co., 80 East Ave., Rochester, N. Y. _____ Tri-Color Pigment.
 Defender Photo Supply Co., Inc., Rochester, N. Y. _____ Chromatone.
 Eastman Kodak Co., Rochester, N. Y. _____ Wash-Off Relief.
 Fotoshop, Inc., 18 E. 42nd St., New York City _____ Condax.
 George Murphy, Inc., 57 E. 9th St., New York City _____ Trichrome Carbro.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Ilford; Colorstil.

DRYING BACKS

Folmer Graflex Corp., Rochester, N. Y. _____ For 3½x4¼ and 4x5 Graflex and Speed Graphic.

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)

DRYING RACKS FOR NEGATIVES

Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Ingento; Ideal.

DYES FOR COLOR AND OTHER PHOTOGRAPHIC PROCESSES

Agfa Ansco, Binghamton, N. Y. _____ Pinakryptol.
 Eastman Kodak Co., Rochester, N. Y. _____ ABC for Wash-Off Relief Film.
 Fotoshop, Inc., 18 E. 42nd St., New York City _____ Condax.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ R-9 Aniline.
 Peerless Color Laboratories, 11-13 Diamond Place, Rochester, N. Y. _____ Peerless Aniline.
 Webster Bros. Laboratory, 53 W. Jackson Blvd., Chicago, Ill. _____ Webster's Aniline;
 Local Filter Colors for Copying Kodachrome.

E

ELECTRIC PENCILS FOR SIGNING PRINTS

Burleigh Brooks, Inc., 126 W. 42nd St., New York City _____ Ideal.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Rexo.
 Thayer & Chandler, 910 W. Van Buren St., Chicago, Ill. _____ Stafford.

ELECTRIC RETOUCHERS (See Retouching Equipment.)

EMBOSSERS

Brunner Photo Appliance Corp., 1243 W. 3rd St., Cleveland, Ohio _____ Brunner Embossers for Enlargements.
 Eastman Kodak Co., Rochester, N. Y. _____ Eastman Print.
 Sterling Photo Manufacturing Co., Beaver Falls, Pa. _____ Stokes.

ENLARGED PORTRAITS FOR THE TRADE

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

ENLARGEMENTS, COMMERCIAL, FOR THE TRADE

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

ENLARGER COVERS (See Enlarger Helmets)

ENLARGER EASELS

Albert Specialty Co., 231 S. Green St., Chicago, Ill. _____ Viceroy; Trojan; Albert.
 Burleigh Brooks, Inc., 126 W. 42nd St., New York City _____ Bee Bee All-Metal.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Luxor; Rexo.
 Chess-United Co., Madison Ave. & 29th St., New York City _____ Imperial.
 Eastman Kodak Co., Rochester, N. Y. _____ Kodak Miniature Paper Board.
 Federal Stamping & Engineering Co., 25 Lafayette St., Brooklyn, N. Y. _____ Federal Easel Masking Frame and Paper Holder.
 International Research Corp., 4th & William Sts., Ann Arbor, Mich. _____ Argus Enlarging Easel.
 Sun Ray Photo Co., Inc., 295-309 Lafayette St., New York City _____ Sun Ray.

ENLARGER FILTER HOLDERS

Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Solar Tri-Color Filter Set.

ENLARGER HELMETS

Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Rexo.
 Medo Photo Supply Corp., 15 W. 47th St., New York City _____ Medo Pliofilm.
 George Murphy, Inc., 57 E. 9th St., New York City _____ Eagle.
 Raygram Corporation, 425-4th Ave., New York City _____ Raygram.
 Sun Ray Photo Co., Inc., 295-309 Lafayette St., New York City _____ Pliofilm.

ENLARGER LAMPS

Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ White Ray No. 21-E, No. 23-E, No. 25-E, No. 30-E, No. 35-E.
 General Electric Co., Nela Park, Cleveland, Ohio _____ G-E Mazda White Bulb: 75-watt No. 111 (bayonet candelabra base); 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; 500 and 1000-watt T-20; 1000-watt PS-52; A-H6 (water-cooled mercury); daylight and blue Mazda F Lamps (fluorescent).
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Norwil 60-watt; 300-watt; 500-watt.
 Wabash Photolamp Corp., 335 Carroll St., Brooklyn, N. Y. _____ Wabash Super-N-Larger Photographic-Inside-Treated White Bulb: 75-watt (100 hours) No. E10; 150-watt (300 hours) No. E11; 150-watt (100 hours—250 cp) No. E12; 300-watt (300 hours) No. E14; 500-watt (100 hours) No. E15.
 Westinghouse Lamp Division, Bloomfield, N. J. _____ Westinghouse Mazda 75-watt (25 hours); 75-watt (100 hours); 150-watt (100 hours); 250-watt (2 hours); 300-watt (100 hours); 500-watt (100 hours); 500-watt (6 hours).

ENLARGER LENS BOARDS
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Solar Sliding.

ENLARGER LIGHTING EQUIPMENT
 Simplex Specialty Co., Inc., 116-18 W. 14th St., New York City _____ Alto Mercury Argon Enlarging
 Light; Argon Lights Built to Order for Any Make Enlarger.

ENLARGER MICRO FOCUS STRIPS
 Albert Specialty Co., 231 S. Green St., Chicago, Ill. _____ 35mm; 1/2 V.P.; 6 1/2 x 9cm.

ENLARGER NEGATIVE CARRIERS
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Solar.
 Eastman Kodak Co., Rochester, N. Y. _____ Kodak Glassless.
 Federal Stamping & Engineering Co., 25 Lafayette St., Brooklyn, N. Y. _____ Federal Convertible
 Glass; Dustless Metal Plate.

ENLARGER SHUTTERS
 Michigan Photo Shutter Co., 170 E. Water St., Kalamazoo, Mich. _____ Packard Enlarging &
 Copying Shutter No. 7

ENLARGER TEST NEGATIVES
 Photo Utilities, Inc., 10 W. 33rd St., New York City _____ Utilo Focusing Negatives.

ENLARGER TIME INDICATORS
 R. P. Cargille, 118 Liberty St., New York City _____ Orelup Negative Integrator.
 Raygram Corporation, 425-4th Ave., New York City _____ Maxim.

ENLARGER TIME SWITCHES
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Timit.

ENLARGER
 Burleigh Brooks, Inc., 126 W. 42nd St., New York City _____ Praxidos; Autofocus Praxidos; Bee Bee
 Universal Rajah O; Bee Bee Rajafax O Autofocus; Repromat Daylight.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Rexo Studio Model S; Rexo Economy
 Special; Rexo 8x10 Commercial; Rexo Special Model SP 5x7; Solar No. 1; Solar No. 2; Solar
 No. 3; Solar 4x5 and 5x7 Studio; Solar Junior; Ideal Enlargers.
 Chess-United Co., Madison Ave., & 29th St., New York City _____ Super-Multifax.
 Eastman Kodak Co., Rochester, N. Y. _____ Kodak Precision Enlarger; Kodak Advance Enlarger;
 Kodak Portable Miniature Enlarger; Kodak Auto-Focus Enlarger; Eastman Auto-Focus Enlarger;
 Eastman Projection Printer No. 2; Kodak Precision Enlarger, B Assembly.
 Federal Stamping & Engineering Corp., 25 Lafayette St., Brooklyn, N. Y. _____ Federal Model
 No. 121; No. 440; No. 246; No. 330; No. 345; No. 506; No. 835 Automatic Fixed-Focus for 35mm.
 Folmer Graflex Corp., Rochester, N. Y. _____ Crown Revolving Back Enlarger; Graflex Enlarger-or-
 Printer; Crown Enlarging Reducing and Copying Camera.
 Gevaert Company of America, Inc., The, 423 W. 55th St., New York City _____ Gevaert Larja Printer.
 International Research Corp., 4th & William Sts., Ann Arbor, Mich. _____ Argus Speed Printer;
 Argus Enlarger.
 Marks & Fuller, Inc., 44 East Ave., Rochester, N. Y. _____ Marful Direct Positive Enlarger-Reducer.
 Medo Photo Supply Corp., 15 W. 47th St., New York City _____ Filmarus, Flimarex and Ideal
 Enlargers; M & W Multifoc Professional Model Enlarger.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Norwil Enlarger.
 Pako Corporation, Minneapolis, Minn. _____ Pako Over-Size Printer.
 Sun Ray Photo Co., Inc., 295-309 Lafayette St., New York City _____ Grant Miniature; Grant Sr.;
 Sun Ray Miniature; Sun Ray Craftsman; Sun Ray Mastercraft; Sun Ray Arnold; Sun Ray
 Filmaster.
 Carl Zeiss, Inc., 485-5th Ave., New York City _____ Mirax; Magniphot.

ENLARGERS, DIRECT POSITIVE
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Luxor.

ENVELOPE STUFFERS
 Winthrop-Atkins Co., Inc., Middleboro, Mass. _____ Printed Enlargement Offers for Photo Finishers.

ENVELOPES
 Agfa Anso, Binghamton, N. Y. _____ Delivery for Photo Finishers.
 Gevaert Company of America, Inc., The, 423 W. 55th St., New York City _____ Photo Finishing Delivery.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Delivery for Photo Finishers.

ETCHING SCREENS (See Screens, Print-In for Texture and Etching Effects)

EXPOSURE METERS
 Burleigh Brooks, Inc., 126 W. 42nd St., New York City _____ Lios-Scop; Lios Periscope and Grandoskop;
 Presto.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Durex.
 Chess-United Co., Madison Ave. at 29th St., New York City _____ Imperial.
 Fink-Roselieve Co., Inc., 109 W. 64th St., New York City _____ F.R.
 International Research Corp., 4th & William Sts., Ann Arbor, Mich. _____ Argus Vest Pocket.
 Motion Picture Screen & Accessories Co., Inc., 351 W. 52nd St., New York City _____ Britelite Filter View.
 George Murphy, Inc., 57 E. 9th St., New York City _____ Amato; Watkins; Wynne.
 Photo Utilities, Inc., 10 W. 33rd St., New York City _____ Instoscope; Instocine.
 Raygram Corporation, 425-4th Ave., New York City _____ Pierce; Maxim.
 Testrite Instrument Co., Inc., 57 E. 11th St., New York City _____ Testrite Actinometers.

EXPOSURE METERS, PHOTO-ELECTRIC
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Eos.
 Hornstein Photo Sales, 320 W. Ohio St., Chicago, Ill. _____ Electrophot.

F

FERROTYPE CAMERAS (See Cameras, Tintype)

FERROTYPE PLATES

Agfa Anso, Binghamton, N. Y. _____ Agfa.
 Albert Specialty Co., 231 S. Green St., Chicago, Ill. _____ Trojan Hi-Gloss.
 Arkay Laboratories, Inc., 1570 S. 1st St., Milwaukee, Wis. _____ Arkay Photo-Dry.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Rexo Chrome; Rexo Black.
 Chess-United Co., Madison Ave. & 29th St., New York City _____ Chess-United.
 Eastman Kodak Co., Rochester, N. Y. _____ Eastman Heavy Duty.
 Medo Photo Supply Corp., 15 W. 47th St., New York City _____ Medo Chrome.
 George Murphy, Inc., 57 E. 9th St., New York City _____ Acme; Shepard.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Norwil.
 Testrite Instrument Co., Inc., 57 E. 11th St., New York City _____ Fototex Chrome Copper and Nickel.

FERROTYPE PLATES, POLISH FOR

Albert Specialty Co., 231 S. Green St., Chicago, Ill. _____ Trojan.
 Brunner Photo Appliance Corp., 1243 W. 3rd St., Cleveland, Ohio _____ Kromo-Plia-Glos.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Rexo Liquid Polish; Rexo Hi-Gloss Paste.
 Edwal Laboratories, Inc., 732 Federal St., Chicago, Ill. _____ Edwal.
 Mansfield Photo Research Labs., 701 S. La Salle St., Chicago, Ill. _____ Mansfield.
 George Murphy, Inc., 57 E. 9th St., New York City _____ Eagle.
 Testrite Instrument Co., Inc., 57 E. 11th St., New York City _____ Fototex Polisher and Cleaner.

FILES FOR MINIATURE FILMS

Albert Specialty Co., 231 S. Green St., Chicago, Ill. _____ Trojan 35mm; Universal Film Chest.
 Burleigh Brooks, Inc., 126 W. 42nd St., New York City _____ Bee Bee Negative Files and Flette.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Watson.
 Eastman Kodak Co., Rochester, N. Y. _____ Kodak Minifile Box; Kodak File Box for Miniature
 Negatives; Kodak Miniature Negative Album.
 Hornstein Photo Sales, 320 W. Ohio St., Chicago, Ill. _____ Files for 35mm and 127 Roll Film.
 Mirotext Products, 6241 Southwood Ave., St. Louis, Mo. _____ Files for 35mm Slides and Film, 100 to
 160 capacity.
 Fred Neubauer, 79 Woodruff Ave., Brooklyn, N. Y. _____ Effen Negative Album.
 Society for Visual Education, Inc., 100 E. Ohio St., Chicago, Ill. _____ Cans and Holders for 35mm
 Roll Film.
 Carl Zeiss, Inc., 485 - 5th Ave., New York City _____ Contax Negative Wallets.

FILM, AERIAL

Agfa Ansco, Binghamton, N. Y. _____ Supreme Aero; Triple S Pan Aero; S. S. Pan Aero.
 Eastman Kodak Co., Rochester, N. Y. _____ Special Panchromatic Topographic; Super Sensitive
 Panchromatic Topographic; Panatomic X Topographic; Super XX Topographic; Infra Red Aero;
 Eastman Safety Special Panchromatic Aero; Safety Super XX Aero; Ortho-X Aero.

FILM CANS, HOLDERS, HUMIDORS AND REELS, MOTION PICTURE

Albert Specialty Co., 231 S. Green St., Chicago, Ill. _____ Trojan 8mm and 16mm Reels and Cans.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Rexo Humidors.
 Eastman Kodak Co., Rochester, N. Y. _____ Kodascope Reels and Cans.
 Fink-Roselieve Co., Inc., 109 W. 64th St., New York City _____ F-R Vaporator.
 Hornstein Photo Sales, 320 W. Ohio St., Chicago, Ill. _____ SK Humidor Cases; Faultless Reels and Cans.
 Mirotext Products, 6241 Southwood Ave., St. Louis, Mo. _____ Mirotext All Steel Film Humidors.
 Fred Neubauer, 79 Woodruff Ave., Brooklyn, N. Y. _____ Effen Cans and Reels.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Norwil Cans, Reels and Humidor.
 Raygram Corporation, 425 - 4th Ave., New York City _____ Raygram.
 Society for Visual Education, Inc., 100 E. Ohio St., Chicago, Ill. _____ S.V.E. Cans and Holders.

FILM CLEANING PREPARATIONS

Eastman Kodak Co., Rochester, N. Y. _____ Cine Film Cleaning Outfit.
 Edwal Laboratories, Inc., 732 Federal St., Chicago, Ill. _____ Edwal Film Cleaner.
 Mansfield Photo Research Labs., 701 S. La Salle St., Chicago, Ill. _____ Mansfield.

FILM CLIPS, HANGERS AND WEIGHTS

Agfa Ansco, Binghamton, N. Y. _____ Agfa Film Clips.
 Albert Specialty Co., 231 S. Green St., Chicago, Ill. _____ Trojan Film Clips.
 Brunner Photo Appliance Corp., 1243 W. 3rd St., Cleveland, Ohio _____ Brunner Film Clips; Weights;
 Weight Rings for Miniature and Other Size Films; Weight Moulds for Eastman and Pako Clips.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Rexo Nickeled Film Clips; Ingento
 Stainless Steel Film Clips.
 Eastman Kodak Co., Rochester, N. Y. _____ Eastman Film Hanger; Eastman Film Pack Developing
 Hanger; Improved Kodak Film Clip; Kodak Junior Film Clip.
 Fink-Roselieve Co., Inc., 109 W. 64th St., New York City _____ F-R Film Clips.
 Hornstein Photo Sales, 320 W. Ohio St., Chicago, Ill. _____ Faultless.
 Pako Corporation, Minneapolis, Minn. _____ Dye Pack Hangers; Pako Clips; Pako Multiple Roll
 Hangers; Pako Weight Rings.
 Testrite Instrument Co., Inc., 57 E. 11th St., New York City _____ Cliptites, Stainless Steel.

FILM, COLOR

Defender Photo Supply Co., Inc., Rochester, N. Y. _____ Defender Tri-Pac and Tri-Color Film
 Combination (Separation Negatives).
 Eastman Kodak Co., Rochester, N. Y. _____ Kodachrome—Roll and Cut Sheet; 16mm and 8mm Cine.

FILM, COMMERCIAL

Agfa Ansco, Binghamton, N. Y. _____ Agfa Commercial; Matte Back and Clear Base Anti-Halo;
 Agfa Commercial Orthochromatic; Agfa Commercial Panchromatic; Isopan; S. S. Plenachrome;
 Super Plenachrome Press; Process.
 Defender Photo Supply Co., Inc., Rochester, N. Y. _____ Defender Commercial; Pentagon; Fine Grain
 Panchromatic; X-F Orthochromatic; X-F Panchromatic; Panchromatic Process; X-F Ortho Press;
 Tri-Pac; Tri-Color Film Combination; Process; Portrait HGS; Arrow Pan; Arrow Pan Press.
 Eastman Kodak Co., Rochester, N. Y. _____ Eastman Commercial Panchromatic; Panchromatic Process
 Antihalation; Panatomic-X Antihalation; Super Ortho-Press Antihalation; Commercial Ortho
 Antihalation; Panchro-Press; Super Panchro-Press; Commercial; Commercial Antihalation; Com-
 mercial Matte; Commercial Matte Antihalation; Super Sensitive Panchromatic Antihalation;
 Process Antihalation; Kodachrome.
 Gevaert Company of America, Inc., The, 423 W. 55th St., New York City _____ Gevaert Ortho Commer-
 cial; Commercial; Process Extra A.H.
 Hammer Dry Plate & Film Co., 3547 Ohio Ave., St. Louis, Mo. _____ Hammer Tru-Tone Panchromatic;
 Commercial Panchromatic; Process Panchromatic; Portrait Ortho; Medium Commercial Ortho;
 Medium Commercial; Slow; Slow Ortho; Process; Offset.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Ilford Line Film (Orthochromatic);
 Contact; Fine Grain Ordinary; Soft Ordinary; Process; Hypersensitive Panchromatic; Process
 Panchromatic; Fine Grain Panchromatic.

FILM CUTTERS

Brunner Photo Appliance Corp., 1243 W. 3rd St., Cleveland, Ohio _____ Brunner Foot Operated.

FILM DEVELOPING MACHINERY

Pako Corporation, Minneapolis, Minn. _____ Pako Filmachine; Junior Filmachine.

FILM, DIRECT POSITIVE

Agfa Ansco, Binghamton, N. Y. _____ Direct Copy; Direct Duplicating.
 Eastman Kodak Co., Rochester, N. Y. _____ Safety Translite.
 Gevaert Company of America, Inc., The, 423 W. 55th St., New York City _____ Gevaert Transparex.

FILM, DOCUMENTARY

Agfa Ansco, Binghamton, N. Y. _____ Agfa Minipan.

FILM DRYING PREPARATIONS

Agfa Ansco, Binghamton, N. Y. _____ Agfa Rapid Solution.

Edwal Laboratories, Inc., 732 Federal St., Chicago, Ill. _____ Edwal Film Dryer.

Mansfield Photo Research Labs., 701 S. La Salle St., Chicago, Ill. _____ Mansfield.

FILM FOR PHOTO-MECHANICAL PROCESSES

Agfa Ansco, Binghamton, N. Y. _____ Agfa Process; Reprolith; Reprolith Pan; Reprolith Ortho;

Reproilth Ortho Thin Base; Reprolith Thin Base; Reprolith Thin Base Matte.

Defender Photo Supply Co., Inc., Rochester, N. Y. _____ Defender Litho (Orthochromatic); Litho (Clear

Base Ortho); Litho Strip.

Eastman Kodak Co., Rochester, N. Y. _____ Kodalith; Kodalith Orthochromatic Non-Halation; Koda-

lith Stripping Super-speed; Kodagraph Contrast Process Thin Base; Eastman Process; Commer-

cial; Commercial Panchromatic; Gravure Antihalation; Kodagraph Contrast Process; Kodagraph

Process Panchromatic; Wash-Off Relief.

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

Thin Base; Process Extra A. H. Thin Base (No. 3); Graphic Normal A. H.

Haloid Company, Rochester, N. Y. _____ Lithaloid.

Hammer Dry Plate & Film Co., 3547 Ohio Ave., St. Louis, Mo. _____ Hammer Process; Super Process;

Medium Commercial; Medium Commercial Ortho; Soft Gradation Panchromatic; Commercial Pan-

chromatic; Process Panchromatic; Special Ortho Offset; Halftone Offset; Regular Offset.

Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Ilford Line Film (Orthochromatic);

Contact; Fine Grain Ordinary; Soft Ordinary; Process Hypersensitive Panchromatic; Process

Panchromatic; Fine Grain Panchromatic.

FILM HOLDERS

Agfa Ansco, Binghamton, N. Y. _____ Agfa Cut Film, Regular and Numbered.

Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Rexo; Ingento.

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

Folmer Graflex Corp., Rochester, N. Y. _____ Century Riteway; Sterling; Banquet; Graflex; Graphic.

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

Photo Utilities, Inc., 10 W. 33rd St., New York City _____ For Utilo Special.

FILM, MAGAZINE

Agfa Ansco, Binghamton, N. Y. _____ 35mm and 70mm Unperforated Fine-Grain Plenachrome; Super-

pan Supreme.

Eastman Kodak Co., Rochester, N. Y. _____ Kodak Super XX Panchromatic; Panatomic X; Plus X

Panchromatic; Panatomic; Infra-Red; Micro-File.

FILM, MINIATURE CAMERA

Agfa Ansco, 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 XX Panchromatic; Panatomic X; Plus X Pan-

chromatic; Panatomic; Infra-Red; Micro-File.

Gevaert Company of America, Inc., The, 423 W. 55th St., New York City _____ 35mm Films in Bake-

lite Refillable Cartridges, in Refill Cartons, in 50' and 100' rolls; Panchromosa; Panchromosa

Microgran; Express Superchrome.

International Research Corp., 4th & William Sts., Ann Arbor, Mich. _____ Arguspan; Argus Dufaycolor.

Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Ilford Hypersensitive Panchromatic.

FILM, MOTION PICTURE

Agfa Ansco, Binghamton, N. Y. _____ Agfa 16mm Fine-Grain Plenachrome Reversible; 16mm Hypan

Reversible; 16mm Triple S Pan Reversible; 16mm Panchromatic Reversible; 16mm Superpan Su-

preme Negative; 16mm Safety Positive; 35mm Fine-Grain Plenachrome and 35mm Superpan Su-

preme Negative; Single 8mm Filmopan and Single 8mm Panchromatic for Keystone; Twin 8mm

Hypan Reversible.

Eastman Kodak Co., Rochester, N. Y. _____ 16mm Cine-Kodak Safety; Super-X Panchromatic Safety;

Super-XX Panchromatic Safety; Kodachrome Safety; Kodachrome Safety Type A; Same in 16mm

Magazines; 8mm Panchromatic Safety; Super-X Panchromatic.

Gevaert Company of America, Inc., The, 423 W. 55th St., New York City _____ 16mm, Double 8mm,

9.5cm Panchro Super Reversal; Panchro Microgran Reversal; Ortho Reversal; 16mm Panchro

Special Negative A. H.; 16mm Positive, in Black-and-White and Colors; 16mm Positive, Per-

forated for Sound; 16mm Positive, Scored—Perforated for 8mm.

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.

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

FILM PACK ADAPTERS

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

Folmer Graflex Corp., Rochester, N. Y. _____ Graphic; Graflex.

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

FILM PACKS

Agfa Ansco, Binghamton, N. Y. _____ Agfa Super Plenachrome; Superpan Supreme; Superpan Press.

Eastman Kodak Co., Rochester, N. Y. _____ Kodak Verichrome; Super XX Panchromatic; Panatomic X.

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 Hypersensitive Panchromatic.

FILM, PANORAM

Agfa Ansco, Binghamton, N. Y. _____ Panorama for Cirkut Cameras and Outfits.

Eastman Kodak Co., Rochester, N. Y. _____ Kodak Verichrome; Regular N.C.; Super XX Panchromatic.

FILM, PORTRAIT

Agfa Ansco, Binghamton, N. Y. _____ Agfa Triple S Pan; Superpan Portrait; Supersensitive Plena-

chrome; Supersensitive Panchromatic; Portrait.

Defender Photo Supply Co., Inc., Rochester, N. Y. _____ Defender Portrait HGS; Portrait; Pentagon;

Fine Grain Panchromatic; X-F Orthochromatic; X-F Panchromatic; Tri-Pac; Tri-color Film

Combination.

Eastman Kodak Co., Rochester, N. Y. _____ Eastman Par Speed; Super Speed Ortho Antihalation;

Portrait Panchromatic Antihalation; Super-XX Panchromatic Antihalation; Ortho-X Antihalation;

Tri-X Panchromatic Antihalation.

- Gevaert Company of America, Inc., The, 423 W. 55th St., New York City _____Gevaert Ultra Panchro
A. H.; Ultra Panchro Press A. H.; Super Ortho Press A.H.; Superchrome A. H.
Hammer Dry Plate & Film Co., 3547 Ohio St., St. Louis, Mo. _____Hammer Portrait Ortho; Super
Ortho Press; Medium Commercial Ortho; Tru-Tone Panchromatic.
Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____Ilford; Hypersensitive Panchromatic.
- FILM REEL CASES, MOTION PICTURE**
Albert Specialty Co., 231 S. Green St., Chicago, Ill. _____Albert 8mm and 16mm Movie Film Chests.
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.
Motion Picture Screen & Accessories Co., Inc., 351 W. 52nd St., New York City _____Britelite Truivision
Reel Storage Cases.
Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____Norwil for 8mm and 16mm Film in Reels.
- FILM, ROLL**
Agfa Anso, Binghamton, N. Y. _____Agfa Plenachrome; Super-Plenachrome; Standard; Superpan
Supreme; Superpan Press; Finopan.
Eastman Kodak Co., Rochester, N. Y. _____Kodak Verichrome; Panatomic X; Super XX Panatomic;
Regular.
Gevaert Company of America, Inc., The, 423 W. 55th St., New York City _____Gevaert Express Super-
chrome; Panchromosa.
Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____Ilford Selochrome; Hypersensitive
Panchromatic; Infra-Red.
- FILM SPLICERS, MOTION PICTURE**
Eastman Kodak Co., Rochester, N. Y. _____Kodascope Junior; Kodascope Universal.
- FILM SUBJECTS FOR LIBRARIES, MOTION PICTURE**
Eastman Kodak Co., Rochester, N. Y. _____Eastman Teaching Films.
- FILM SUBJECTS FOR LIBRARIES, SINGLE FRAME FILMSTRIPS**
Hornstein Photo Sales, 320 W. Ohio St., Chicago, Ill. _____8mm and 16mm Film Subjects.
Society for Visual Education, Inc., 100 E. Ohio St., Chicago, Ill. _____Picturols and Double Frame
Filmstrips.
- FILM VIEWERS (See Visualizers)**
- FILM WASHERS**
Albert Specialty Co., 231 S. Green St., Chicago, Ill. _____Trojan.
Eastman Kodak Co., Rochester, N. Y. _____Eastman Portrait Film Washing Tank.
- FILM WINDERS FOR PROCESSING**
Brunner Photo Appliance Corp., 1243 W. 3rd St., Cleveland, Ohio _____Brunner, for 35mm.
- FILM, X-RAY DENTAL AND SURGICAL**
Agfa Anso, Binghamton, N. Y. _____Agfa High-Speed X-Ray; Non-Screen X-Ray; Direct Duplicating.
Eastman Kodak Co., Rochester, N. Y. _____Eastman Ultra-Speed Safety X-Ray; Eastman Non-Screen
Safety X-Ray; Eastman R-P Periapical Dental (Rapid Processing); 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, Screen and Screenless.
- FILTERS (See Color Filters; Viewing Filters; Water Filters)**
- FINE GRAIN DEVELOPERS**
Agfa Anso, Binghamton, N. Y. _____Fine-Grain Tube; Agfa 17 Prepared.
Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____Vitol.
Defender Photo Supply Co., Inc., Rochester, N. Y. _____Defender 777 Panthermic (Harold Harvey
Formula).
Eastman Kodak Co., Rochester, N. Y. _____Eastman DK-20; DK-60a.
Edwal Laboratories, Inc., 732 Federal St., Chicago, Ill. _____Edwal-12; Edwal-20; Minicol; Thermo-Fine.
Fink-Roselieve Co., Inc., 109 W. 64th St., New York City _____X-33; GDx.
Philip A. Hunt Co., 253-261 Russel St., Brooklyn, N. Y. _____H-6; H-6R Replenisher.
International Research Corp., 4th & William Sts., Ann Arbor, Mich. _____Argus AR-1.
Mansfield Photo Research Labs., 701 S. La Salle St., Chicago, Ill. _____Micrograin "85."
Mallinckrodt Chemical Works, 2nd & Mallinckrodt Sts., St. Louis, Mo. _____Chemicals for Fine-Grain
Formulas.
Medo Photo Supply Corp., 15 W. 47th St., New York City _____Gamma D.
George Murphy, Inc., 57 E. 9th St., New York City _____Johnson's Meritol.
Raygram Corporation, 425-4th Ave., New York City _____Infinol; Ray-Del.
Twin Laboratories, 2123 E. 9th St., Cleveland, Ohio _____Twin Speed.
- FIXERS (See Chemicals, Photographic)**
- FLASH BAGS**
George Murphy, Inc., 57 E. 9th St., New York City _____Eagle.
James H. Smith & Sons Corp., Lake & Colfax Sts., Griffith, Ind. _____Victor Portable.
- FLASH CARTRIDGES**
James H. Smith & Sons Corp., Lake & Colfax Sts., Griffith, Ind. _____Actino.
- FLASH GUNS**
Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____Clergy No. 27; Clergy No. 30.
Raygram Corporation, 425-4th Ave., New York City _____Raygram Hand.
James H. Smith & Sons Corp., Lake & Colfax Sts., Griffith, Ind. _____Victor.
Testrite Instrument Co., Inc., 57 E. 11th St., New York City _____Fotolite Primer.
- FLASH IGNITERS (See Spark Metals)**
- FLASH LAMPS**
Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____Rexo Hand; Luxor No. 3 Hand; Luxor
Triplex.
James H. Smith & Sons Corp., Lake & Colfax Sts., Griffith, Ind. _____Victor; Dependable; Caywood.
Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____Norwil Triple-Flash.
Testrite Instrument Co., Inc., 57 E. 11th St., New York City _____Fotolites in Five Models.
- FLASH LIGHT SPEED ATTACHMENTS (See Speed Attachments and Synchronizing Devices)**
- FLASH PISTOLS**
James H. Smith & Sons Corp., Lake & Colfax Sts., Griffith, Ind. _____Victor.
- FLASH POWDER**
Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____Rexo; White Ray.
Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____Norwil Press Flash.
James H. Smith & Sons Corp., Lake & Colfax Sts., Griffith, Ind. _____Victor Smokeless and
Non-Smokeless.

FLASH PRIMERS

Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Rexo; Clergy.
 James H. Smith & Sons Corp., Lake & Colfax Sts., Griffith, Ind. _____ Victor Center Fire.

FLASH SYNCHRONIZERS (See Speed Attachments and Synchronizing Devices)**FLUORESCENT LAMP EQUIPMENTS**

Beattie's Hollywood Hi-Lite Co., Hollywood, Calif. _____ Fluorescent Floodlights; Fluorescent Lighting Systems.
 Johnson Ventlite Co., 4619 W. Harrison St., Chicago, Ill. _____ Full Line of Reflectors.
 Photogenic Machine Co., Youngstown, Ohio _____ Perkins Hi-Power 8-30 Studio-Lite; Perkins Hi-Power 6-30 Studio-Lite; Hi-Power 5-30 Studio Lite; Perkins 5-15 Directional Lite; Perkins 4-20; Perkins 3-15 Supplementary Lite; Perkins 5-15 Portable; Perkins Hi-Power Individual Reflectors; Perkins Hi-Power Copy Lites.

FLUORESCENT LAMPS

General Electric Co., Nela Park, Cleveland, Ohio _____ G-E Mazda F Lamps: Tubular bulb lamps in lengths 18" to 48" (15 to 40-watts), Daylight and White.
 Westinghouse Lamp Division, Bloomfield, N. J. _____ Westinghouse Mazda Daylight and White: 15-watt 18"; 20-watt 24"; 30-watt 36"; 40-watt 48".

FOCUSING CLOTHS

Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Ingento Standard; Professional.
 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., 126 W. 42nd St., New York City _____ Lios Periscope; Brooks; Bee Bee.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Ingento.
 R. P. Cargille, 118 Liberty St., New York City _____ See-Sharp Focusing Device for Enlargers; Pic-Sharp Magnifier for Ground Glass Focusing.
 Chess-United Co., Madison Ave., & 29th St., New York City _____ Chess-United.
 C. P. Goerz American Optical Co., 317 E. 34th St., New York City _____ Goerz.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Norwil Stand; Norwil Se-All; Norwil Pocket Microscope.
 Testrite Instrument Co., Inc., 57 E. 11th St., New York City _____ Seerite.
 Wollensak Optical Co., Rochester, N. Y. _____ Wollensak Tripod Magnifiers; Reading Glasses.
 Carl Zeiss, Inc., 435 - 5th Ave., New York City _____ Zeiss.

FOLDERS (See Mounts and Mountings)**FOOT SWITCHES**

Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Solar Jr.; Luxor De Luxe.
 Chess-United Co., Madison Ave. & 29th St., New York City _____ Imperial.
 Hornstein Photo Sales, 320 W. Ohio St., Chicago, Ill. _____ Lee.
 George Murphy, Inc., 57 E. 9th St., New York City _____ Eagle.
 Fred Neubauer, 79 Woodruff Ave., Brooklyn, N. Y. _____ Effen.
 Raygram Corporation, 425 - 4th Ave., New York City _____ Raygram.
 Testrite Instrument Co., Inc., 57 E. 11th St., New York City _____ Fotolite.

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

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 Back with Glass or Celluloid; Folios.
FRAMES, DISPLAY, FOR PHOTO FINISHERS AND PORTRAIT STUDIOS
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Norwil.

FRAMES, SWING AND PEDESTAL

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

FRAMES, WOOD

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

FUNNELS

Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Rexo.
 Hornstein Photo Sales, 320 W. Ohio St., Chicago, Ill. _____ Faultless Glass; Tenite.
 George Murphy, Inc., 57 E. 9th St., New York City _____ Eagle Glass.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Norwil Glass and Enamel.

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

Beattie's Hollywood Hi-Lite Co., Hollywood, Calif. _____ 20"x24" Sheets.
 Eastman Kodak Co., Rochester, N. Y. _____ Wratten.

GLASS CUTTERS

Chess-United Co., Madison Ave. & 29th St., New York City _____ Imperial.

GRADUATES

Agfa Ansco, Binghamton, N. Y. _____ Agfa.
 Albert Specialty Co., 231 S. Green St., Chicago, Ill. _____ Trojan Tumbler Type.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Rexo.
 Eastman Kodak Co., Rochester, N. Y. _____ Eastman; Eastko Tumbler; Eastman Visible.
 Fotoshop, Inc., 18 E. 42nd St., New York City _____ Precision Etched Glass.
 Hornstein Photo Sales, 320 W. Ohio St., Chicago, Ill. _____ Faultless Glass; Tenite.
 Mado Photo Supply Corp., 15 W. 47th St., New York City _____ Empire Glass.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Norwil Glass and Enamel.

GRAPHIC ARTS MATERIALS

Agfa Ansco, Binghamton, N. Y. _____ Agfa Reproduction Materials.
 Defender Photo Supply Co., Inc., Rochester, N. Y. _____ Dry Plates; Defender Litho Products.
 Eastman Kodak Co., Rochester, N. Y. _____ Complete Line of Eastman Materials.
 Gevaert Company of America, Inc., The, 423 W. 55th St., New York City _____ Gevaert Films and Dry Plates.
 Haloid Company, Rochester, N. Y. _____ Paper Negative Materials.
 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. _____ Complete Line of Chemicals.

Mallinckrodt Chemical Works, 2nd & Mallinckrodt Sts., St. Louis, Mo. _____ Photo-Engraving; Litho-
 graphic; Photographic Chemicals.
 Medo Photo Supply Corp., 15 W. 47th St., New York City _____ Complete Line of Materials.
 George Murphy, Inc., 57 E. 9th St., New York City _____ Complete Line of Materials.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Complete Line of Materials.
 Webster Bros. Laboratory, 53 W. Jackson Blvd., Chicago, Ill. _____ Webster's Photo Colors for
 Coloring and Retouching Black-and-White, Direct Color and Kodachrome for all Reproduction
 Processes.
GREETING CARD MOUNTINGS, FOLDERS AND ENVELOPES
 Gross Photo Supply Co., 1501-17 W. Bancroft St., Toledo, Ohio _____ Gross Photographic
 Greeting Folders.
GROUND GLASS SUBSTITUTE
 Agfa Ansco, Binghamton, N. Y. _____ Agfa Matte Solution.
 Eastman Kodak Co., Rochester, N. Y. _____ Eastman.
GROUND GLASSES
 Bausch & Lomb Optical Co., Rochester, N. Y. _____ Bausch & Lomb.
 Chess-United Co., Madison Ave., & 29th St., New York City _____ Chess-United.
 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.

H

HAND LAMPS

Albert Specialty Co., 231 S. Green St., Chicago, Ill. _____ Realite Hand Flash.
 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 Corp., Lake & Colfax Sts., Griffith, Ind. _____ Victor Flash; Photoflood;
 Photoflash
 Sun Ray Photo Co., Inc., 295-309 Lafayette St., New York City _____ Sun Ray Clamp Lamps;
 Sun Ray Midget Lamps.
 Testrite Instrument Co., Inc., 57 E. 11th St., New York City _____ Fotolites with Clamp and Handle.

HARDENERS

Defender Photo Supply Co., Inc., Rochester, N. Y. _____ Defender 11-FH.
 Eastman Kodak Co., Rochester, N. Y. _____ Kodak Liquid.
 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 _____ Ilford.
 Raygram Corporation, 425 - 4th Ave., New York City _____ Ray-Stop.

HEAD SCREENS

Eastman Kodak Co., Rochester, N. Y. _____ Eastman; Universal.
 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.
 Medo Photo Supply Corp., 15 W. 47th St., New York City _____ Cloth Handi-Hinge.

HYDROMETERS

Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Rexo.
 Eastman Kodak Co., Rochester, N. Y. _____ Eastman Tested.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Norwil.
 Testrite Instrument Co., Inc., 57 E. 11th St., New York City _____ Testrite.

HYPO RENEWERS

States Salvage Co., Wayne & Main Sts., Lima, Ohio _____ Aukerman Units.

HYPO, TESTS FOR

R. P. Cargille, 118 Liberty St., New York City _____ Hypo-Sharp.

HYPO VATS

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

I

IDENTIFICATION OUTFITS (See Cameras, Identification)

INCANDESCENT LAMP TESTERS

Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Solar.

INCANDESCENT LAMPS FOR GENERAL STUDIO LIGHTING

General Electric Co., Nela Park, Cleveland, Ohio _____ G-E Mazda Clear 300-watt PS-35; 500-watt
 PS-40; 1000 and 1500 watt PS-52. Photo Blue 1000 and 1500-watt PS-52.
 Wabash Photolamp Corp., 335 Carroll St., Brooklyn, N. Y. _____ Birdseye Inside Frosted, Clear and
 Daylight Blue; Complete Line in All Types and Sizes.
 Westinghouse Lamp Division, Bloomfield, N. J. _____ Westinghouse Mazda Clear 300-watt PS-35, 500-
 watt PS-40, 1000 and 1500-watt PS-52; Photo-Blue 1000 and 1500-watt PS-52.

INCANDESCENT LAMPS, PHOTOGRAPHIC (See Direct Color (3200°K) Lamps; Enlarger Lamps; Fluorescent Lamps; Incandescent Lamps for General Studio Lighting; Motion Picture Lamps; Photo- flash Type Lamps; Photoflood Type Lamps; Projector Lamps; Reflector Lamps; Spot Light Lamps; Ultra Violet Lamps)

INCANDESCENT LIGHTING OUTFITS

Agfa Ansco, Binghamton, N. Y. _____ Agfalite.
 Albert Specialty Co., 231 S. Green St., Chicago, Ill. _____ Realite Stand-Type Units; Besbee Direct-O-
 Light; Besbee Illuminator.
 Beatties' Hollywood Hi-Lite Co., Hollywood, Calif. _____ Maxipan; Portopan; News-Reel; Fresnel
 Spotlights; Boom-Lites; Hi-Key and Hi-Lites.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Twin Light Stand with Reflectors.
 Eastman Kodak Co., Rochester, N. Y. _____ Kodaflectors with Stands.
 Johnson Ventlite Co., 4619 W. Harrison St., Chicago, Ill. _____ Kompakt Ventlites; Cine Ventlites;
 Overhead Indirect Flood Ventlites; Single U Ventlite Skilite; Quad C Ventlite Skilites; 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 Pre-
 cision Angle Ventlites; Copy Ventlites; New Model Ventlite Spot Lights.
 Motion Picture Screen & Accessories Co., Inc., 351 W. 52nd St., New York City _____ Britelite Super-
 flector; Twinflector; Reflectors with Stands.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Norwilites with Stands.
 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 Spot-light; Perkins Junior
 Boom Spotlight; Hi-Power CP-5 Concentrated Spotlight; Perkins Hi-Power Suspension Lite;
 Perkins Hi-Power Overhead Indirect Floodlites; Hi-Power Neck Lite.
 James H. Smith & Sons Corp., Lake & Colfax Sts., Griffith, Ind. _____ Victor.
 Sun Ray Photo Co., Inc., 295-309 Lafayette St., New York City _____ Sun Ray Spotlights and Flood-
 lights for Home Portrait, Studio, Commercial and Amateur Work.
 Testrite Instrument Co., Inc., 57 E. 11th St., New York City _____ Fotolites—Portrait, Studio,
 Commercial, Motion Picture—Professional and Amateur, with Stands.

INK (See Numbering Ink for Negatives)

INTENSIFIERS

Agfa Ansco, Binghamton, N. Y. _____ Agfa Copper; Liquid Mercury Preparation.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Rexo.
 Defender Photo Supply Co., Inc., Rochester, N. Y. _____ Defender.
 Eastman Kodak Co., Rochester, N. Y. _____ Eastman.
 Mansfield Photo Research Labs, 701 S. LaSalle St., Chicago, Ill. _____ Mansfield.
 George Murphy, Inc., 57 E. 9th St., New York City _____ Strengtho.
 James H. Smith & Sons Corp., Lake & Colfax Sts., Griffith, Ind. _____ Victor.

K

KODACHROME ADAPTERS

Photo Utilities, Inc., 10 W. 33rd St., New York City _____ Utilo for V. P. Exakta Cameras.

L

LAMP BLACK

Thayer & Chandler, 910 W. Van Buren St., Chicago, Ill. _____ Thayer & Chandler Lamp Black and Sepia.

LAMPS FOR COLORISTS

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

LANTERN SLIDE BINDERS

Albert Specialty Co., 231 S. Green St., Chicago, Ill. _____ Marshall
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Rexo Protect-O-Frames.
 International Research Corp., 4th & William Sts., Ann Arbor, Mich. _____ Argus Rapid.
 Society for Visual Education, Inc., 100 E. Ohio St., Chicago, Ill. _____

LANTERN SLIDE BINDING TAPE

Albert Specialty Co., 231 S. Green St., Chicago, Ill. _____ Marshall Cellulose.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Ideal Binding Strips and Tape.

LANTERN SLIDE BOXES (See Files for Lantern Slides)

LANTERN SLIDE COLORS

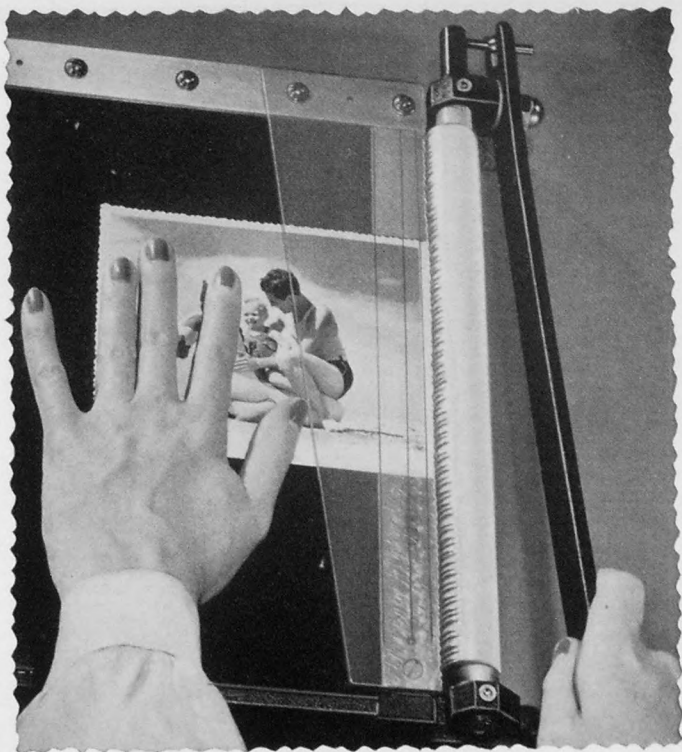
Peerless Color Laboratories, 11-13 Diamond Place, Rochester, N. Y. _____ Peerless Transparent;
 Imperial Transparent.
 Webster Bros. Laboratory, 53 W. Jackson Blvd., Chicago, Ill. _____ Webster's Transparent.

LANTERN SLIDE COVER GLASSES

Albert Specialty Co., 231 S. Green St., Chicago, Ill. _____ Albert.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Rexo.
 Chess-United Co., Madison Ave. & 29th St., New York City _____ Chess-United.
 Eastman Kodak Co., Rochester, N. Y. _____ Eastman.
 International Research Corp., 4th & William Sts., Ann Arbor, Mich. _____ Argus.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Norwil.

LANTERN SLIDE FILES

Bausch & Lomb Optical Co., Rochester, N. Y. _____ Miniature Library for 2x2 Slides.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Rexo.
 Eastman Kodak Co., Rochester, N. Y. _____ Eastman Lantern Slide Boxes; Kodak Ready-Mount Com-
 partment File; Kodaslide Sequence File.
 Hornstein Photo Sales, 320 W. Ohio St., Chicago, Ill. _____ Faultless Lantern Slide Files.
 International Research Corp., 4th & William Sts., Ann Arbor, Mich. _____ Argus.
 Mirotext Products, 6241 Southwood Ave., St. Louis, Mo. _____ For 2x2 Slides, Capacities 100-150-200.
 Motion Picture Screen & Accessories Co., Inc., 351 W. 52nd St., New York City _____ Britelite
 Truvision Slide File Cases.
 George Murphy, Inc., 57 E. 9th St., New York City _____ Star Lantern Slide Files.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Norwil Slide-File.
 Raygram Corporation, 425-4th Ave., New York City _____ Raygram.
 Society for Visual Education, Inc., 100 E. Ohio St., Chicago, Ill. _____ Miniature Slide Boxes.



EASTMAN

DECKLE-EDGE TRIMMER

THIS modern trimmer, of new design and construction, produces deckle edges on either single or double weight prints up to 10 inches. As will be seen by the illustration, the handle acts as a lever, rotating a semicylindrical cutting blade. Teeth on this blade are machined to mesh with a plate on the base, producing a shearing action which cuts a clean deckle edge. A transparent trimming gauge is ruled for wide or narrow margins. The price is \$30, at your dealer's.

EASTMAN KODAK COMPANY, Rochester, N. Y.

Exhibitors in the Trade Show

Page Two

Name and City	Booth Numbers
Fink-Roselieve Co., Inc., New York City	89 to 91, inc.
Folmer Graflex Corp., Rochester, N. Y.	33 & 34
Fotoshop, Inc., New York City (Tricol Color Products Co.)	166 & 167
Fotostamp, Detroit, Mich.	148-A
General Electric Co., Cleveland, Ohio (General Electric Co., Schenectady, N. Y.)	18 to 25, inc.
The Gevaert Company of America, Inc., New York City	36, 37 & aisle
G-M Laboratories, Inc., Chicago, Ill.	84-B
C. P. Goerz American Optical Co., New York City	71
GoldE Manufacturing Co., Chicago, Ill.	101
Goodspeed, Inc., New York City	51
Gross Photo Supply Co., Toledo, Ohio	120
Halldorson Company, Chicago, Ill.	116
Haloid Company, Rochester, N. Y.	185 & 186
Hammer Dry Plate & Film Co., St. Louis, Mo.	142
Heiland Research Corp., Denver, Colo.	67, 68 & aisle
Holliston Mills, Inc., Norwood, Mass.	27 & 28
Hornstein Photo Sales, Chicago, Ill.	134 & 135
Philip A. Hunt Co., Brooklyn, N. Y.	156
Intercontinental Marketing Corp., New York City	42
International Research Corp., Ann Arbor, Mich.	60 to 62, inc.
Johnson Ventlite Co., Chicago, Ill.	163 & 164
Kalart Company, Inc., New York City	157 & 158
Kelley Photo Supply Co., Chicago, Ill.	47
Keystone Manufacturing Co., Boston, Mass.	75 & 76
Fred M. Lawrence Co., New York City	154
E. Leitz, Inc., New York City	103
Mallinckrodt Chemical Works, St. Louis, Mo.	115
Marks & Fuller, Inc., Rochester, N. Y. (Colorgraph Co., Rochester, N. Y.)	102
John G. Marshall, Inc., Brooklyn, N. Y.	65 & 66
Medick-Barrows Co., Columbus, Ohio	97
Medo Photo Supply Corp., New York City (Simplex Specialty Co., Inc., New York City)	147
S. Mendelsohn, New York City	49
Hugo Meyer & Co., Inc., New York City	39
Mid-West Photo Supply Co., Chicago, Ill.	171
E. E. Miles Company, South Lancaster, Mass.	130
Miles Kedex Co., Leominster, Mass.	107
Minicam Magazine, Cincinnati, Ohio (American Camera Trade, Cincinnati, Ohio)	58
Minox, Inc., New York City	84-A
Mirotex Products Co., St. Louis, Mo.	13
Mostow Company, Chicago, Ill.	16
Motion Picture Screen & Accessories Co., Inc., New York City	52 & 53
Movie Makers, New York City	159
George Murphy, Inc., 57 E. 9th St., New York City	74
National Photocolor Corp., New York City	44
Fred Neubauer, Brooklyn, N. Y.	143
Norman-Willets Co., Chicago, Ill.	126
Pellicles, Cambridge, Mass.	14-A
Edwin M. Phillips Co., New York City	172
Photogenic Machine Co., Youngstown, Ohio	31 & 32
Photographic Dealer, Hollywood, Calif.	7
Photopedia, New York City	139
Photo-Technique, New York City	56
Popular Photography, Chicago, Ill.	77
Price Industries Corp., New York City	48
Radiant Lamp Corp., Newark, N. J.	96
Charles Rapp & Sons, Brooklyn, N. Y.	111-B
Raygram Corporation, New York City	132 & 133



Round Corners **ARE AN ADVANTAGE**

PPRINTS that are handled a great deal show the first signs of wear at the corners. The Eastko Corner Cutter gives your prints the longer wearing advantage of round corners—trims as many as fifty single weight prints at a clip. Sturdily built . . . self-sharpening interchangeable blades . . . spring-actuated handle. Blades supplied for $\frac{1}{8}$ -, $\frac{1}{4}$ -, $\frac{3}{8}$ -, or $\frac{1}{2}$ -inch round corners. Eastko Corner Cutter, complete with one cutting unit, is \$15, at your dealer's. The $\frac{3}{8}$ -inch cutting unit is supplied, unless otherwise specified. Extra cutting units, \$5 each. Add this convenience to your workroom equipment.

EASTMAN KODAK COMPANY, Rochester, N. Y.

Exhibitors in the Trade Show

Page Three

Name and City	Booth Numbers
Revere Camera Co., Chicago, Ill.	85 & 86
Ries Camera Co., Los Angeles, Calif.	9
Service Boot & Legging Co., New York City	43
Simmon Brothers, Long Island City, N. Y.	160 & 161
Skyview Camera Co., Cleveland, Ohio	5-B
James H. Smith & Sons Corp., Griffith, Ind.	113 & 114
Society for Visual Education, Inc., Chicago, Ill.	138
States Salvage Co., Lima, Ohio	11
Erich Student, Cleveland, Ohio	173
Style Metal Specialties, Inc., New York City	10
Sun Ray Photo Co., Inc., New York City	151 to 153, inc.
A. Sussman & Co., Philadelphia, Pa.	146
Testrite Instrument Co., New York City	17
Timeter Manufacturing Co., St. Louis, Mo.	155-B
Triak Color Processes, Inc., New York City	124
Triangle Electric Co., Chicago, Ill.	98
Twin Laboratories, Cleveland, Ohio	5-A
Universal Camera Corp., New York City	109 & 110
Utility Manufacturing Co., New York City	131
Vaporate Company, Inc., New York City	4
Victor Animatograph Corp., Davenport, Iowa	35
Voorhis Metal Tripods, Indianapolis, Ind.	45
Wabash Photolamp Corp., Brooklyn, N. Y.	168 & 169
Westinghouse Lamp Div., Bloomfield, N. J.	121 & 122
Weston Electrical Instrument Corp., Newark, N. J.	175
Willoughby's, Inc., New York City	123
Winthrop-Atkins Co., Inc., Middleboro, Mass.	140 & 141
Wollensak Optical Co., Rochester, N. Y.	83
Carl Zeiss, Inc., New York City	162
F. Zimmerman Company, Cleveland, Ohio	92

(Basement Exhibition Hall)

Booth Numbers	Name and City
1	Decorative Background Co., Chicago-Cicero, Ill.
2	M. Black Manufacturing Co., Philadelphia, Pa.
3	Camera Craft Publishing Co., San Francisco, Calif.
4	Vaporate Company, Inc., New York City
5-A	Twin Laboratories, Cleveland, Ohio
5-B	Skyview Camera Co., Cleveland, Ohio
6	Arkay Laboratories, Inc., Milwaukee, Wis.
7	Photographic Dealer, Hollywood, Calif.
8-A	Engel Art Corners Mfg. Co., Chicago, Ill.
8-B	Build-A-Book Corp., Chicago, Ill.
9	Ries Camera Co., Los Angeles, Calif.
10	Style Metal Specialties, Inc., New York City
11	States Salvage Co., Lima, Ohio
12	Electronic Products Mfg. Co., Ann Arbor, Mich.
13	Mirotext Products Co., St. Louis, Mo.
14-A	Pellicles, Cambridge, Mass.
14-B	Emby Photographic Products of California, Inc., Los Angeles, Calif.
15	Chardelle, Inc., New York City
16	Mostow Company, Chicago, Ill.
17	Testrite Instrument Co., New York City
18 to 25, inc.	General Electric Co., Cleveland, Ohio
	General Electric Co., Schenectady, N. Y.
26	Camera Specialty Co., New York City
27 & 28	Holliston Mills, Inc., Norwood, Mass.
29 & 30	Da-Lite Screen Co., Chicago, Ill.
31 & 32	Photogenic Machine Co., Youngstown, Ohio
33 & 34	Folmer Graflex Corp., Rochester, N. Y.

NEW!

SUPERFLASH "PRESS 25"

WITH THE
FAMOUS BLUE
SAFETY
SPOT

40%
MORE POWER
than any other
Midget

MIGHTIEST MIDGET EVER MADE!

Again Wabash gives you more power . . . more value . . . in flash bulbs. This time, with the brand new Superflash "Press 25". This tiny, yet mighty, little flash bulb gives you fully 40% more light output than any other midget flash bulb ever made. And, priced at 15c per bulb, it gives you more flash for your money in every way.

But that's far from all! In addition to extra power, midget size and bayonet base, you get a

➔ **VISIT BOOTHS 168-169, CHICAGO TRADE SHOW**

See the new Superflash "Press 25" — and all the rest of the famous family of Wabash Photolamps—at the 1940 Photographic

Wabash Superflash, through and through. Its 25,000 lumen-second light output of highly concentrated, long-peak light flash comes from the Superflash patented all-hydronalium wire element. It has the famous Superflash Safety Spot . . . and it's double safety-jacketed with transparent, lens-clear safety coatings, inside and out. It features, too, the well-known Superflash split-second synchronization, uniformity and dependability of flash, and

Convention and Trade Show, Stevens Hotel, Chicago, August 19th to 23rd. A hearty welcome awaits you at Booths 168 and 169.

perfection for use with all cameras and synchronizers, including focal plane mini-cameras.

Get "Press 25" at your dealer's. Or write Wabash Photolamp Corp., Brooklyn, N. Y.



"HANDY TEN" POCKET PACK

Ask for the Superflash "Press 25" ten-shot pack, a pocket-fitting, easy-to-use carton of ten "Press 25" bulbs . . . handy to carry and to use on location or in the studio!

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WABASH *SUPERFLASH* and *SUPERFLOOD*

Exhibitors in the Trade Show

Page Four

Booth Numbers

Name and City

35	Victor Animatograph Corp., Davenport, Iowa
36, 37 & aisle	The Gevaert Company of America, Inc., New York City
38	Amberg File & Index Co., Kankakee, Ill.
39	Hugo Meyer & Co., Inc., New York City
40	Berman-Meyers, Inc., New York City
41	Albert Specialty Co., Chicago, Ill.
42	Intercontinental Marketing Corp., New York City
43	Service Boot & Legging Co., Inc., New York City
44	National Photocolor Corp., New York City
45	Voorhis Metal Tripods, Indianapolis, Ind.
46	
47	Kelley Photo Supply Co., Chicago, Ill.
48	Price Industries Corp., New York City
49	S. Mendelsohn, New York City
50	Barnett Laboratories, Chicago, Ill.
51	Goodspeed, Inc., New York City
52 & 53	Motion Picture Screen & Accessories Co., Inc., New York City
54	Excel Movie Products, Chicago, Ill.
55	
56	<i>Photo-Technique</i> , New York City
57	Dearborn Glass Co., Chicago, Ill.
58	Minicam Magazine, Cincinnati, Ohio
59	Commercial Metal Products Co., Chicago, Ill.
60 to 62, inc.	International Research Corp., Ann Arbor, Mich.
63	Dejur-Amasco Corp., Shelton, Conn.
64	Chess-United Co., Inc., New York City
65 & 66	John G. Marshall, Inc., Brooklyn, N. Y.
67, 68 & aisle	Heiland Research Corp., Denver, Colo.
69	Bell & Howell Co., Chicago, Ill.
70	American Photographic Appliance Corp., Greenfield, Mass.
71	C. P. Goerz American Optical Co., New York City
72	Blum's Photo Arts, Inc., Chicago, Ill.
73	Eagle Photo Supply Co., New York City
74	George Murphy, Inc., New York City
75 & 76	Keystone Manufacturing Co., Boston, Mass.
77	<i>Popular Photography</i> , Chicago, Ill.
78	Elkay Photo Products Co., Newark, N. J.
79	
80	
81	
82	
83	Wellensak Optical Co., Rochester, N. Y.
84-A	Minox, Inc., New York City
84-B	G-M Laboratories, Inc., Chicago, Ill.
85 & 86	Revere Camera Co., Chicago, Ill.
87	Decorative Arts Guild Corp., Chicago, Ill.
88	Detrola Corporation, Detroit, Mich.
89 to 91, inc.	Fink-Roselieve Co., Inc., New York City
92	F. Zimmerman Company, Cleveland, Ohio
93 to 95, inc.	Burke & James, Inc., Chicago, Ill.
96	Radiant Lamp Corp., Newark, N. J.
97	Medick-Barrows Co., Columbus, Ohio
98	Triangle Electric Co., Chicago, Ill.
99	Elwood Pattern Works, Indianapolis, Ind.
100	
101	GoldE Manufacturing Co., Chicago, Ill.
102	Marks & Fuller, Inc., Rochester, N. Y.
103	E. Leitz, Inc., New York City

BLENTONE BACKGROUNDS

for COLOR PHOTOGRAPHY

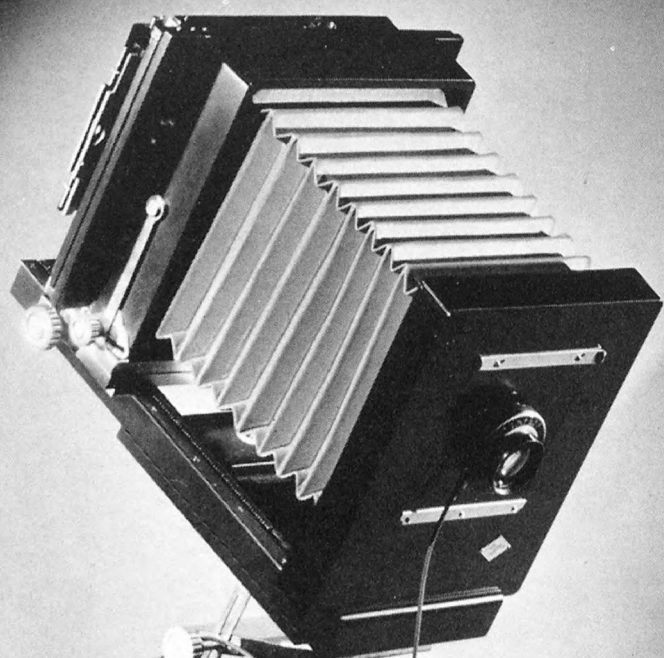
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comes from



AGFA ANSCO

welcomes you

to the 1940 Convention!

YOU'LL find a cordial welcome when you stop in at the Agfa AnSCO exhibit. We're looking forward to your visit.

In addition to the chance we have of greeting old friends and meeting

new ones, we are enthusiastic about the opportunity of presenting a new studio outfit that combines an unusually attractive appearance with a rare degree of convenience and flexibility—

THE AGFA 5x7 STUDIO OUTFIT

1. Its size makes it ideal for studios when every inch of space must be utilized to the fullest advantage—it is exceptionally easy to handle and well-suited for use in home portraiture. Its compact design eliminates the bulk and weight of regular studio outfits.

2. It has a built-in sliding ground glass carriage on the back with provision for split negatives.

3. It has a lens board of ample size to accommodate a wide variety of portrait lenses.

4. It has all the swing and swivel adjustments on the back provided by larger outfits, permitting both horizontal and vertical movement.

5. It is solidly constructed of the finest hardwood.

6. All focusing parts are metal-to-metal for long life and accuracy.

7. Extension bellows provide a range of focal lengths from $7\frac{1}{2}$ to $12\frac{1}{2}$ inches.

8. The camera is offered in three color combinations as follow:

Deluxe gray with red bellows and brushed chrome trim. Satin-finish black with red bellows and brushed chrome trim. Mahogany with green bellows and brushed brass trim.

9. Special Universal Stands are available that match the camera in color and fittings.

10. A light, durable carrying case is also supplied as an accessory—holding the camera and twelve 5 x 7 holders.

This Studio Outfit will be on display at the Convention. Stop in at the Agfa AnSCO exhibit on the mezzanine floor and see it!



AGFA ANSCO, BINGHAMTON, N.Y.
MADE IN U. S. A.

Exhibitors in the Trade Show

Page Five

Booth Numbers

Name and City

104 & 105	American Bolex Co., Inc., New York City
106	
107	Miles Kedex Co., Leominster, Mass.
108	Castle Films, Inc., New York City
109 & 110	Universal Camera Corp., New York City
111-A	N. Champion, Orange, N. J.
111-B	Charles Rapp & Sons, Brooklyn, N. Y.
112	Ampro Corporation, Chicago, Ill.
113 & 114	James H. Smith & Sons Corp., Griffith, Ind.
115	Mallinckrodt Chemical Works, St. Louis, Mo.
116	Halldorson Company, Chicago, Ill.
117 & 118	Federal Stamping & Engineering Corp., Brooklyn, N. Y.
119	Arel Photo Supply, St. Louis, Mo.
120	Gross Photo Supply Co., Toledo, Ohio
121 & 122	Westinghouse Lamp Div., Bloomfield, N. J.
123	Willoughby's, Inc., New York City
124	Triak Color Processes, Inc., New York City
125	
126	Norman Willets Co., Chicago, Ill.
127	
128	California Card Mfg. Co., San Francisco, Calif.
129	Irvin I. Aaron & Associates, Milwaukee, Wis.
130	E. E. Miles Company, South Lancaster, Mass.
131	Utility Manufacturing Co., New York City
132 & 133	Raygram Corporation, New York City
134 & 135	Hornstein Photo Sales, Chicago, Ill.
136 & 137	Albert Specialty Co., Chicago, Ill.
138	Society for Visual Education, Inc., Chicago, Ill.
139	Photopedia, New York City
140 & 141	Winthrop-Atkins Co., Inc., Middleboro, Mass.
142	Hammer Dry Plate & Film Co., St. Louis, Mo.
143	Fred Neubauer, Brooklyn, N. Y.
144	Candid Camera Corp. of America, Chicago, Ill.
145	Adler-Jones Co., Chicago, Ill.
146	A. Sussman & Co., Philadelphia, Pa.
147	Medo Photo Supply Corp., New York City
148-A	Fotostamp, Detroit, Mich.
148-B	
149	Acme-Lite Manufacturing Co., Chicago, Ill.
150	DeVry Corporation, Chicago, Ill.
151 to 153, inc.	Sun Ray Photo Co., Inc., New York City
154	Fred M. Lawrence Co., New York City
155-A	
155-B	Timeter Manufacturing Co., St. Louis, Mo.
156	Philip A. Hunt Co., Brooklyn, N. Y.
157 & 158	Kalart Company, Inc., New York City
159	Movie Makers, New York City
160 & 161	Simmon Brothers, Long Island City, N. Y.
162	Carl Zeiss, Inc., New York City
163 & 164	Johnson Ventlite Co., Chicago, Ill.
165	Brunner Photo Appliance Corp., Cleveland, Ohio
166 & 167	Fotoshop, Inc., New York City
168 & 169	Wabash Photolamp Corp., Brooklyn, N. Y.
170	Credit Bureau for N. P. D. A., New York City
171	Mid-West Photo Supply Co., Chicago, Ill.
172	Edwin M. Phillips Co., New York City
173	Erich Student, Cleveland, Ohio



BOOTHS

89

90

91

Photography's biggest show is on. In front of booths 89, 90 and 91 you will find the WELCOME mat out...for you. And within these Fink-Roselieve booths will be found all the famous F-R Products acknowledged among photography's finest. In addition Fink-Roselieve introduces many new photographic items of outstanding merit prominent among which is DEVELOCHROME the new simple direct method of developing prints in single colors. You are cordially invited to inspect these new products and meet the members of the F-R staff, whose privilege it will be to demonstrate in detail, the complete line of F-R Products.

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LOS ANGELES

324 No. San Pedro Street

Exhibitors in the Trade Show

Page Six
(Second Floor)

Booth Numbers

174
175
176 to 182, inc.
183 & 184
185 & 186
187
188 to 195, inc.
196 to 208, inc.
209
210 to 225, inc.

226

Name and City

Burke & James, Inc., Chicago, Ill.
Weston Electrical Instrument Co., Newark, N. J.
Defender Photo Supply Co., Rochester, N. Y.
Chilcote Company, Cleveland, Ohio
Haloid Company, Rochester, N. Y.
Bausch & Lomb Optical Co., Rochester, N. Y.
Agfa Ansco, Binghamton, N. Y.
Eastman Kodak Co., Rochester, N. Y.
Braquette, Inc., New York City
Eastman Kodak Co., Rochester, N. Y.
Eastman Kodak Co., Taprell Loomis Div., Chicago, Ill.
Eastman Kodak Stores.
Charles Abel Incorporated, Cleveland, Ohio

The Biggest Week

(Continued from page 75)

big affair. It costs nothing to attend the Trade Show, the P. A. of A. Picture Exhibit or the dances and entertainments on Monday, Tuesday and Wednesday nights, August 19, 20 and 21. Furthermore, dealers may attend the N. P. D. A. Convention, also without charge. But to take advantage of all these features, you *must* register, whereupon you will receive a badge without which you will not be admitted. If you want to attend any features of The P. A. of A. Convention—the Morning Clinics, the Business Promotion Program, The Photo Finishing Program, the Portrait Program or the Commercial Program, unless you are an Association member in good standing, you pay a registration fee. Even then the fee is more than reasonable: \$3.00 for studio owners, partners or managers; \$2.00 for all others.

The Registration Desk is in the basement, in the big corridor directly outside the Basement Exhibition Hall. It will be open for business on Saturday and Sunday to accommodate exhibitors and other early arrivals and all day from Monday on. On Monday, Tuesday and Wednesday it will be open every night until 11:00 P.M., so that those who arrive after dinner may register immediately and not have to wait until morning with the possibility of having to stand in line then and miss part of

the program. The actual registration hours will be found in the detailed program elsewhere in this issue.

The Trade Show and the Conventions

The Trade Show, once you get to the Stevens, will speak for itself. It will be open Monday and Tuesday nights, but at those times will be crowded as those are the two Open Nights for the Public. While photographers and dealers are welcome to attend on those nights if they wish, they will be wise if they select the daytime hours instead. Two years ago on Open Night a crowd of over 4,000 jammed the aisles. From Tuesday on the Trade Show opens each morning at 9:00 and remains open until 5:30 in the afternoon, except on Friday, the last day, when it closes at 2:00 P.M. Remember that the Trade Show is so big that it is in two sections: booths #1 to #173 are in the Basement Exhibition Hall, while booths #174 to #226 are on the Second Floor with the Picture Exhibit and one Lecture Hall at one end and the other Lecture Hall at the other. As no elevators will stop on either the second or third floors during the conventions, it will be necessary to use the Grand Staircase from the Lobby to the Second Floor, where all the P. A. of A. lectures and demonstrations will be held, and to walk up

(Continued on page 144)



of ANN ARBOR WELCOMES YOU

To all photographic Dealers, and the thousands of camera enthusiasts who will attend the N. P. D. A. Convention at the Hotel Stevens, in Chicago, ARGUS extends a hearty welcome, and a cordial invitation to visit the ARGUS Exhibit.

Known throughout the United States and sixty-five foreign countries, the ARGUS trade-mark has become recognized as the sign of quality photographic and optical equipment—American-made by skilled American craftsmen.

In consistently offering a better dollar value, ARGUS has attracted to its retail organization a particularly high type of photographic dealer; modern, aggressive—and *Successful*.

To the several thousand ARGUS Dealers, we express our appreciation for having made possible, through loyalty and co-operation, the phenomenal success now enjoyed by the ARGUS line.

BOOTHS 60, 61 AND 62

Evening Headquarters Room 1006

ARGUS - Ann Arbor, Mich.

When a Photographer Buys or Sells His Business

By Charles R. Rosenberg, Jr.

● The buying or selling of a studio *seems* like a very simple affair, once the price is agreed on. The new man pays his money. The old man leaves. The new man steps in and takes possession of the place and its contents.

The transfer of a photographer's business, unfortunately, is not quite so easy as that. Actually, a photographer concerned in such a transaction must be sharply alert to forestall the possibilities of loss and trouble that lurk in the sale of a going business.

Foremost in the legal aspects of the sale of a photographer's business is the jealousy of the law to see to it that ample protection is given to the creditors of the photographer who is selling out. Realistically, the law figures that a man scheming to evade his obligations could sell out his business, pocket the proceeds, and be a thousand miles away before his creditors knew anything about it.

To prevent such a result, the law in all States undertakes to protect creditors by imposing certain requirements to be observed when a business is sold. If those requirements are not met and creditors are defrauded as a result, the loss ordinarily falls on the *buyer* of the business.

The details vary, but basic procedure in the District of Columbia and all but three States is that the buyer of the business must obtain from the seller a sworn list of the seller's creditors, with addresses and amounts owing. Then the buyer sends to each creditor, usually by registered mail, a notice setting forth that he will buy the business on a certain date and, in some States, a list of the items being bought and the prices being paid for them. This notice must be given anywhere from five to 10 days before the date on which the buyer expects to pay the money and take over, according to the law of the particular State. Arizona, California and Washington require that notice of the sale of a going business be filed or recorded in the office of a specified public official a stipulated number of days prior to the date of closing the deal.

If the required procedure is not followed

and if as a result creditors remain unpaid, the creditors may thereafter proceed against the buyer on the ground that, so far as the goods received from the seller are concerned, the buyer is a "trustee" or "receiver" for the seller's creditors.

Where the amount being paid for the business is not enough to pay the seller's creditors in full, one of several possible arrangements may be worked out, depending on circumstances and the law of the particular State. The creditors may give releases in full upon payment of an agreed-upon percentage of their claims. Or they may accept part payment at the time of sale and agree that the new owner is to pay their balances within a specified time. If they receive nothing at the time of sale, they may accept the new owner's agreement to pay them in full within a certain time. Any such arrangement should be put into a carefully drawn agreement between the seller, the buyer and the creditors.

Many sales of photographic businesses involve the transfer of fixtures and equipment being bought on installment payments which may not be fully paid up. Installment sales are usually made under one of these three legal arrangements: bailment lease, conditional sale, or chattel mortgage. If at the time the new man buys the business, the old photographer is in default on his installment contracts—that is, if he is not paid up to date the new owner of the business may suddenly find the equipment repossessed from him. His only safe protection is to get an agreement from the manufacturer or supply house which owns the installment goods setting forth the exact unpaid balance and the terms on which he will be permitted to pay it. This agreement should also provide that when he has paid the balance according to the terms, the chattel mortgage will be satisfied or title transferred to him, as the case may be.

From the seller of the business the buyer should obtain a bill of sale containing a de-

(Continued on page 140)

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That's why it's good business to try Halobrome even though your present paper seems satisfactory.

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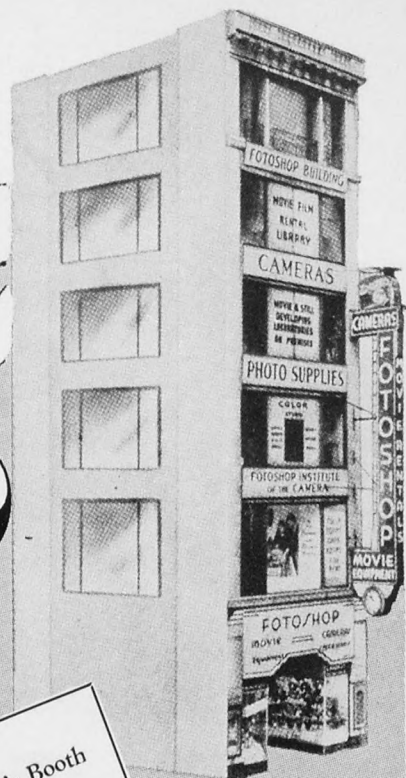
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Worth its purchase price many times over. Undoubtedly the finest book of its kind ever printed. 90 pages . . . lab-proof cover . . . stainless steel wire binding! Describes latest equipment. Contains laboratory instructions, 4-color illustrations, etc. Send \$1.00 for your copy today (refunded on \$10.00 purchase). Limited edition.

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See color prints made in
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tional new Condax
Dutrol System.

HUNDREDS of color photographers have come to regard FOTOSHOP as their source of supply for color cameras and equipment. Hundreds of workers in black and white seeking a suitable threshold from which to venture into color have come to regard FOTOSHOP as their source of information as to how best to proceed.

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Send for Special Bulletin Pf-81

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Albert Specialty Co., 231 S. Green St., Chicago, Ill. _____ Albert.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Ingento; Ideal.
 George Murphy, Inc., 57 E. 9th St., New York City _____ Royal; McCormick; Olmsted.

LANTERN SLIDE VISES

Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Ingento; Luxor.

LENS BOARD ADAPTERS

Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Iris Lens Adapters.

LENS BOARD TUBE COUPLERS

Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Rexo.

LENS BOARDS

Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Rexo; Watson.
 Folmer Graflex Corp., Rochester, N. Y. _____ For Graflex and Speed Graphic.

LENS CAPS

Bausch & Lomb Optical Co., Rochester, N. Y. _____ Bausch & Lomb.
 Burleigh Brooks, Inc., 126 W. 42nd St., New York City _____ Jos. Schneider.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Rexo.
 C. P. Goerz American Optical Co., 317 E. 34th St., New York City _____ Goerz.
 International Research Corp., 4th & William Sts., Ann Arbor, Mich. _____ Argus.
 George Murphy, Inc., 57 E. 9th St., New York City _____ Eagle.
 Photo Utilities, Inc., 10 W. 33rd St., New York City _____ Utilo Metal.
 Wollensak Optical Co., Rochester, N. Y. _____ Wollensak.
 Carl Zeiss, Inc., 485-5th Ave., New York City _____ Zeiss.

LENS FLANGES

Albert Specialty Co., 231 S. Green St., Chicago, Ill. _____ Albert.
 Burleigh Brooks, Inc., 126 W. 42nd St., New York City _____ Jos. Schneider.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Rexo.
 Chess-United Co., Madison Ave. & 29th St., New York City _____ Omag.

LENS MOUNTS, CONDENSING

Albert Specialty Co., 231 S. Green St., Chicago, Ill. _____ Trojan.

LENS SHADES

Albert Specialty Co., 231 S. Green St., Chicago, Ill. _____ Trojan; Albert.
 Burleigh Brooks, Inc., 126 W. 42nd St., New York City _____ Bee Bee; Jos. Schneider.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Rexo Sunshades; Para Sunshades.
 Chess-United Co., Madison Ave. & 29th St., New York City _____ Omag Sunshades.
 Eastman Kodak Co., Rochester, N. Y. _____ Eastman Adjustable Lens Hood; Kodak Lens Hood.
 Medo Photo Supply Corp., 15 W. 47th St., New York City _____ Empire Combination Sunshade and Filter Holder.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Norwil.
 Photo Utilities Corp., 10 W. 33rd St., New York City _____ Utilo.
 Testrite Instrument Co., Inc., 57 E. 11th St., New York City _____ Fotolite.
 C. P. Goerz American Optical Co., 317 E. 34th St., New York City _____ Goerz Pan Ortho; Collapsible.
 Hornstein Photo Sales, 320 W. Ohio St., Chicago, Ill. _____ Precise.
 George Murphy, Inc., 57 E. 9th St., New York City _____ Royal; Shinn; Cornell.
 Carl Zeiss, Inc., 485-5th Ave., New York City _____ Zeiss.

LENSES, AERIAL

Bausch & Lomb Optical Co., Rochester, N. Y. _____ Metrogon; Aero Tessar.
 Burleigh Brooks, Inc., 126 W. 42nd St., New York City _____ Schneider Aero Xenar.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Steinhil.
 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.
 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., 126 W. 42nd St., New York City _____ Foth Derby; Bee Bee; Praxidos.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Rexo.
 Chess-United Co., Madison Ave. & 29th St., New York City _____ Imperial.
 Folmer Graflex Corp., Rochester, N. Y. _____ 35mm Condensers.
 C. P. Goerz American Optical Co., 317 E. 34th St., New York City _____ Goerz.
 Society for Visual Education, Inc., 100 E. Ohio St., Chicago, Ill. _____ For S.V.E. Projectors.
 Sun Ray Photo Co., Inc., 295-309 Lafayette St., New York City _____ Sun Ray.
 Testrite Instrument Co., Inc., 57 E. 11th St., New York City _____ Seerite.
 Wollensak Optical Co., Rochester, N. Y. _____ Wollensak.

LENSES, CONVERTIBLE

Bausch & Lomb Optical Co., Rochester, N. Y. _____ Protar VII; Protar VIIa; "C", "D" and "F" Sets.
 Burleigh Brooks, Inc., 126 W. 42nd St., New York City _____ Schneider Symmar.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Rexo Supplementary.
 C. P. Goerz American Optical Co., 317 E. 34th St., New York City _____ Dagor; Dogmar.
 Medo Photo Supply Corp., 15 W. 47th St., New York City _____ Ross.
 Wollensak Optical Co., Rochester, N. Y. _____ Series 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., 126 W. 42nd St., New York City _____ Schneider Componar.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Steinhil; Laack.
 Chess-United Co., Madison Ave. & 29th St., New York City _____ Chess-United.
 Eastman Kodak Co., Rochester, N. Y. _____ Kodak Projection Anastigmat F/4.5; Projection Ektar F/4.5.
 Federal Stamping & Engineering Co., 25 Lafayette St., Brooklyn, N. Y. _____ Federal Anastigmat;
 Fedar Anastigmat.
 C. P. Goerz American Optical Co., 317 E. 34th St., New York City _____ Gotar; Artar; Dogmar.
 Medo Photo Supply Corp., 15 W. 47th St., New York City _____ Dallmeyer.
 Wollensak Optical Co., Rochester, N. Y. _____ Ser. II Velostigmat; Verito; Enlarging Velostigmats.
 Carl Zeiss, Inc., 485-5th Ave., New York City _____ Zeiss Dagors; Tessars.

LENSES, EXTENSION

Burleigh Brooks, Inc., 126 W. 42nd St., New York City Isco Supplementary.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. Rexo; Ideal.
 International Research Corp., 4th & William Sts., Ann Arbor, Mich. Argus.
 Medo Photo Supply Corp., 15 W. 47th St., New York City Empire Supplementary.
 Photo Utilities, Inc., 10 W. 33rd St., New York City Utilo Supplementary.
 Wollensak Optical Co., Rochester, N. Y. Verito.
 Carl Zeiss, Inc., 485-5th Ave., New York City Distars; Proxars.

LENSES, MOTION PICTURE

Albert Specialty Co., 231 S. Green St., Chicago, Ill. Besbee Ultra Close-Up Adapter;
 Close-Up Lens Set.
 Bausch & Lomb Optical Co., Rochester, N. Y. B&L Tessar Ic; Baltar.
 Burleigh Brooks, Inc., 126 W. 42nd St., New York City Schneider Xenon.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. Laack.
 C. P. Goerz American Optical Co., 317 E. 34th St., New York City Kino-Hypar; Cinegor.
 Medo Photo Supply Corp., 15 W. 47th St., New York City Dallmeyer.
 Wollensak Optical Co., Rochester, N. Y. Wollensak Cine Velostigmats; Cine Telephotos.
 Carl Zeiss, Inc., 485-5th Ave., New York City Zeiss Biotars; Sonmars; Kino-Tessars.

LENSES, PORTRAIT

Bausch & Lomb Optical Co., Rochester, N. Y. Sigmar; B&L Tessar.
 Burleigh Brooks, Inc., 126 W. 42nd St., New York City Schneider Xenar.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. Laack Anastigmat, Dyaltar, Double
 Anastigmat; Steinheil Cassar, Unofocal, Triplar; Anastigmat; Double Anastigmat.
 Chess-United Co., Madison Ave. & 29th St., New York City Omag.
 Eastman Kodak Co., Rochester, N. Y. Kodak Anastigmat; Kodak Astigmat F/4.5.
 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.
 Wollensak Optical Co., Rochester, N. Y. Series 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.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. Laack Process; Luxor Process; Steinheil
 Apochromatic, Orthostigmat, Aplanat, Process.
 Eastman Kodak Co., Rochester, N. Y. Ektar F/6.3.
 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 Xpress; Dallmeyer.
 Wollensak Optical Co., Rochester, N. Y. Velostigmat Process.
 Carl Zeiss, Inc., 485-5th Ave., New York City Apo-Tessars.

LENSES, PROJECTOR

Bausch & Lomb Optical Co., Rochester, N. Y. Bausch & Lomb; Cinephor.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. Rexo.
 Society for Visual Education, Inc., 100 E. Ohio St., Chicago, Ill. For All S.V.E., Argus
 and Spencer Projectors.
 Wollensak Optical Co., Rochester, N. Y. Wollensak Projection.

LENSES, QUARTZ

Bausch & Lomb Optical Co., Rochester, N. Y. Bausch & Lomb.
 Carl Zeiss, Inc., 485-5th Ave., New York City Zeiss Quartz Anastigmat F/4.5.

LENSES, SOFT FOCUS

Burleigh Brooks, Inc., 126 W. 42nd St., New York City Duto.
 Wollensak Optical Co., Rochester, N. Y. Verito.

LENSES, TELEPHOTO

Burleigh Brooks, Inc., 126 W. 42nd St., New York City Schneider Tele-Xenar.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. Laack Tele-Anastigmat.
 C. P. Goerz American Optical Co., 317 E. 34th St., New York City Telestar.
 International Research Corp., 4th & William Sts., Ann Arbor, Mich. Argus B&L 75mm.
 Medo Photo Supply Corp., 15 W. 47th St., New York City Ross; Dallmeyer.
 Wollensak Optical Co., Rochester, N. Y. Wollensak Cine Telephoto.
 Carl Zeiss, Inc., 485-5th Ave., New York City Tele-Tessars; Kine-Tele-Tessars; Distar Attachment.

LENSES, USED

Burleigh Brooks, Inc., 126 W. 42nd St., New York City
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill.
 Medo Photo Supply Corp., 15 W. 47th St., New York City.
 George Murphy, Inc., 57 E. 9th St., New York City.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill.

LENSES, WIDE ANGLE

Bausch & Lomb Optical Co., Rochester, N. Y. Protar V.
 Burleigh Brooks, Inc., 126 W. 42nd St., New York City Schneider Angulon.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. Laack Wide Angle; Dyaltar; Luxor
 Wide Angle; Steinheil Unofocal Wide Angle; Wide Angle.
 Eastman Kodak Co., Rochester, N. Y. Ektar F/3.7.
 C. P. Goerz American Optical Co., 317 E. 34th St., New York City Super Dagor.
 Medo Photo Supply Corp., 15 W. 47th St., New York City Ross; Dallmeyer.
 Wollensak Optical Co., Rochester, N. Y. Series III Velostigmat; Series IIIa Extreme Wide Angle.
 Carl Zeiss, Inc., 485-5th Ave., New York City Zeiss Dagor; Hypergon.

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

Mallinckrodt Chemical Works, 2nd & Mallinckrodt Sts., St. Louis, Mo. Mallinckrodt.
 James H. Smith & Sons Corp., Lake & Colfax Sts., Griffith, Ind.

MAGNESIUM RIBBON

Mallinckrodt Chemical Works, 2nd & Mallinckrodt Sts., St. Louis, Mo. Mallinckrodt.
 George Murphy, Inc., 57 E. 9th St., New York City Imported.

MAILERS FOR PHOTOGRAPHS

Burke & James Inc., 223 W. Madison St., Chicago, Ill. Ingento.

Eastman Kodak Co., Taprell Loomis Division, 1727 S. Indiana Ave., Chicago, Ill. _____ Protecto.
 Gross Photo Supply Co., 1501-17 Bancroft St., Toledo, Ohio _____ Gross.
 George Murphy, Inc., 57 E. 9th St., New York City _____ Worenco.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Norwil.

MAILING CASES FOR EXHIBITION PRINTS (See Salon Print Cases)

MARINE LIGHTS (See Outer Globes and Bulbs)

MASKS, PRINTING AND BORDER
 Agfa Ansco, Binghamton, N. Y. _____ Agfa Border.
 Burleigh Brooks, Inc., 126 W. 42nd St., New York City _____ Brooks Adjustable; Brooks Metal Enlarging and Printing; Bee Bee for Miniatures.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Rexo Metal Border; Ideal Paper Holder and Border Mask.
 Eastman Kodak Co., Rochester, N. Y. _____ Kodaloid Printing.
 George Murphy, Inc., 57 E. 9th St., New York City _____ Eagle Border; Noslip; Royal.
 Pako Corporation, Minneapolis, Minn. _____ Midget Masks for Pako Amateur Printers.

MERCURY VAPOR LAMPS, PHOTOGRAPHIC
 General-Electric Co., Nela Park, Cleveland, Ohio _____ G-E Mazda; AH-6 Water-Cooled.

MICROFILM READING EQUIPMENT
 Folmer Graflex Corp., Rochester, N. Y. _____ Argus Microfilm Reader.

MICROPHOTOGRAPHIC EQUIPMENT
 Folmer Graflex Corp., Rochester, N. Y. _____ Graflex Photorecord Microfilm Camera.
 International Research Corp., 4th & William Sts., Ann Arbor, Mich. _____ Arguscope; Argus Macro Kit.

MICROSCOPES
 Bausch & Lomb Optical Co., Rochester, N. Y. _____ Bausch & Lomb.
 Chess-United Co., Madison Ave. & 29th St., New York City _____ Omag.
 C. P. Goerz American Optical Co., 317 E. 34th St., New York City _____ Ultra-Lomara Measuring.
 Wollensak Optical Co., Rochester, N. Y. _____ Wollensak.
 Carl Zeiss, Inc., 485-5th Ave., New York City _____ Zeiss.

MINIATURE ENLARGERS (See Enlargers)

MINIATURE SLIDE MOUNTS AND MATERIALS
 Eastman Kodak Co., Rochester, N. Y. _____ Kodaslide Ready-Mounts; Ready-Mount Metal Frames; Kodaslide Metal Binding; Kodak Frames for 2x2 Slides; Kodak Slide Cover Glass; Kodak Masks for Glass Slides; Kodak Binding Tape.
 International Research Corp., 4th & William Sts., Ann Arbor, Mich. _____ Argus Rapid Slide Binder Kit.

MINIATURES (PORTRAIT) FOR THE TRADE
 A. A. Stone Co., 1492 W. 117th St., Cleveland, Ohio.

MINICAMS (See Cameras, Miniature)

MIRROR REFLECTORS
 Bausch & Lomb Optical Co., Rochester, N. Y. _____ Bausch & Lomb.
 James H. Smith & Sons Corp., Lake & Colfax Sts., Griffith, Ind. _____ Victor; Victor Sunreflector.

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
 Albert Specialty Co., 231 S. Green St., Chicago, Ill. _____ Besbee Effectograph; Besbee Editing Equipment; Trojan, Royal and Albert Equipment.
 Burleigh Brooks, Inc., 126 W. 42nd St., New York City _____ Bee Bee Automatic Dissolve.
 C. P. Goerz American Optical Co., 317 E. 34th St., New York City _____ Goerz Trick and Effect Device; View Finders; Reflex Focusers; Close-Up Extension Tubes; Parallax-Free Focuser and Field Finder Control for Filmo 121 or Simplex Pockette.
 Hornstein Photo Sales, 320 W. Ohio St., Chicago, Ill. _____ Faultless.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Norwil Stock Titles.
 Raygram Corporation, 425-4th Ave., New York City _____ Raygram.

MOTION PICTURE LAMPS
 General Electric Co., Nela Park, Cleveland, Ohio _____ G-E Mazda 1000 and 1500-watt PS-52; 2000-watt G-48; 5000-watt G-64; 10,000-watt G-96, and other sizes.
 Westinghouse Lamp Division, Bloomfield, N. J. _____ Westinghouse Mazda 1000, 1500, 2000, 5000, 10,000-watt sizes. Specify base, and for general or color photography.

MOTION PICTURE LIGHTING EQUIPMENTS
 Beattie's Hollywood Hi-Lite Co., Hollywood, Calif. _____ Fresnel Type Studio Lamps; Rifles; Sunspots.

MOTION PICTURE SCREENS (See Screens, Projection)

MOTION PICTURE TONERS
 Mansfield Photo Research Labs., 701 S. La Salle St., Chicago, Ill. _____ Mansfield Single Solution Color Toners.

MOUNTING CLOTH
 Holliston Mills, Inc., Norwood, Mass. _____ Holliston Photo-Cloth (double coated).

MOUNTING TISSUE (See Dry Mounting Apparatus and Materials)

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. _____ Leather-Like, Frame-Type.
 Winthrop-Atkins Co., Inc., Middleboro, Mass. _____ Lock Easel Mounts with Glass or Celluloid.

MOUNTS AND MOUNTINGS
 Brunner Photo Appliance Corp., 1243 W. 3rd St., Cleveland, Ohio _____ Brunner for 5x7 and 8x10 Enlargements.
 Eastman Kodak Co., Taprell Loomis Division, 1727 S. Indiana Ave., Chicago, Ill. _____
 Gross Photo Supply Co., 1501-17 W. Bancroft St., Toledo, Ohio _____ Gross Mountings; Gross Mounts with Glass or Celluloid.
 Hornstein Photo Sales, 320 W. Ohio St., Chicago, Ill. _____ Texturite Mats and Mounts.
 Miles Kedex Co., 142 Water St., Leominster, Mass. _____ Leather-Like, Frame-Type.
 Marks & Fuller, Inc., 44 East Ave., Rochester, N. Y. _____ Easels and Folders for Direct Positive Miniature Prints, Tintypes, Etc.
 George Murphy, Inc., 57 E. 9th St., New York City. _____
 Winthrop-Atkins Co., Inc., Middleboro, Mass. _____ Folio Cases; Mounts with Glass.

MULTIPLYING BACKS (See Also Cameras, Multiple)

Agfa Ansco, Binghamton, N. Y. _____ Agfa.
 Folmer Graflex Corp., Rochester, N. Y. _____ Century.
 George Murphy, Inc., 57 E. 9th St., New York City _____ Eagle.

N**NATURAL COLOR PRINTS (See Direct Color Prints)****NEGATIVE FILE ENVELOPES**

Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Ingento Negative Preservers.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Norwil.
 Raygram Corporation, 425 - 4th Ave., New York City _____ E-Z View 35mm Negative File.

NEGATIVE IDENTIFIERS (See Negative Markers)**NEGATIVE MARKERS**

N. Champion, 327 Main St., Orange, N. J. _____ Champion Negative Identifier.

NEGATIVE VIEWERS (See Visualizers)**NUMBERING INK FOR NEGATIVES**

Brunner Photo Appliance Corp., 1243 W. 3rd St., Cleveland, Ohio _____ Brunner Quick-Drying.

O**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.

OPAQUE

Eastman Kodak Co., Rochester, N. Y. _____ Eastman.
 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.
 Webster Bros. Laboratory, 53 W. Jackson Blvd., Chicago, Ill. _____ Webster's.

OPAQUE COLORS

Peerless Color Laboratories, 11-13 Diamond Place, Rochester, N. Y. _____ Peerless Opaque Water and Oil.

OUTER GLOBES AND BULBS

Burleigh Brooks, Inc., 126 W. 42nd St., New York City _____ Bee Bee Ruby; Amber; Green Panchromatic.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Rexo; Ingento.

OVERHEAD LIGHTING EQUIPMENTS

Beattie's Hollywood Hi-Lite Co., Hollywood, Calif. _____ Beattie Boom-Lite.
 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 Floodlights; Perkins Junior Boom Spotlight.
 James H. Smith & Sons Corp., Lake & Colfax Sts., Griffith, Ind. _____ Victor.
 Sun Ray Photo Co., Inc., 295-309 Lafayette St., New York City _____ Sun Ray.
 Testrite Instrument Co., Inc., 57 E. 11th St., New York City _____ Fotolite High Power Lamps.

P**PADDLES, PRINT**

Burleigh Brooks, Inc., 126 W. 42nd St., New York City _____ Nikor.
 Eastman Kodak Co., Rochester, N. Y. _____ Eastman.

PAPER HINGES (See Hinges for Prints)**PAPER SAFES (See Boxes for Sensitized Paper)****PAPERS, DIRECT POSITIVE**

Eastman Kodak Co., Rochester, N. Y. _____ Eastman Super Speed.
 Gevaert Company of America, Inc., The, 423 W. 55th St., New York City _____ Gevaert Positive
 Reversal Waterproof.

PAPERS, PHOTO-COPY

Defender Photo Supply Co., Inc., Rochester, N. Y. _____ Defender Photo-Writ.
 Haloid Company, Rochester, N. Y. _____ Haloid Record.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Ilford Reflex Document.
 Rectigraph Div., Haloid Company, Rochester, N. Y. _____ Rectigraph Simplex; Duplex; Rectiloid.

PAPERS, SENSITIZED, FOR PAPER NEGATIVES

Haloid Company, Rochester, N. Y. _____ Litaloid.

PAPERS, SENSITIZED PHOTOGRAPHIC

Agfa Ansco, Binghamton, N. Y. _____ Cykon; Cykora; Convira; Nokoline; Speedex; Indiatone;
 Brovira; Projection Proof; Proof.
 Defender Photo Supply Co., Inc., Rochester, N. Y. _____ Apex; Velour Black; Arthura Iris; Veltura;
 Warm Tone Proof; Photo-Writ; Black and White Proof; Disco; Illustro.
 Eastman Kodak Co., Rochester, N. Y. _____ Vitava Athena; Vitava Opal; Vitava Projection; Azo;
 Ad-Type; Velox; Velox Rapid; Kodabromide; Kodalure; P. M. C. Bromide; Eastman News
 Bromide; Translite Enlarging; Solar Bromide; Line Solar Bromide; Insurance Bromide; Kodaline
 Bromide; Super Speed Direct Positive; Illustrators' Special; Portrait Proofing; Printing Out Proof.
 Gevaert Company of America, Inc., The, 423 W. 55th St., New York City _____ Gevaluxe Velours;
 Artona Contact; Artona Rapid; Novatone Rapid; Artex Projection; Projection Proof; P. O. P.
 Proof; Transparex; Novabrom; Aerobrom; Novagas; Larjex; Novaflex; Ronix.
 Haloid Company, Rochester, N. Y. _____ Industro; Halobrom; Outline Special; Projecto; Halo;
 Press Bromide; Art Proof; Litaloid Negative Paper.
 International Research Corp., 4th & William Sts., Ann Arbor, Mich. _____ Argus Bromex.
 Medo Photo Supply Corp., 15 W. 47th St., New York City _____ Wellington; Illingworth; Seltona;
 Plastika.
 George Murphy, Inc., 57 E. 9th St., New York City _____ Conlite.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Ilford.

PAPERS, SENSITIZED TRANSLUCENT

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., 126 W. 42nd St., New York City _____ White; Gold; Silver.

PERISCOPIES

Burleigh Brooks, Inc., 126 W. 42nd St., New York City _____ Lios.

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

Rectigraph Div., Haloid Company, Rochester, N. Y. _____ Commercial Rectigraph; Rectigraph Daylight
 Duplex Photo-Recording Machine.

PHOTO-ENGRAVING EQUIPMENT

David C. Brown Co., 17532 Wisconsin Ave., Detroit, Mich. _____ Bro-Co Vacuum Printing Frames;
 Rubber Blankets Made to Order.
 Johnson Ventlite Co., 4619 W. Harrison St., Chicago, Ill. _____ Reflector Equipment for Vacuum
 Frames and Copy Lights in Connection with H-6 Water-Cooled Mercury Lamp.
 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., 126 W. 42nd St., New York City _____ Jos. Schneider.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Rexo.
 C. P. Goerz American Optical Co., 317 E. 34th St., New York City _____ Goerz.
 Wollensak Optical Co., Rochester, N. Y. _____ Wollensak.
 Carl Zeiss, Inc., 485-5th Ave., New York City _____ Zeiss.

PHOTOFLOOD LAMP EQUIPMENTS

Albert Specialty Co., 231 S. Green St., Chicago, Ill. _____ Realites, Stand, Clamp-On and Hand.
 Beattie's Hollywood Hi-Lite Company, Hollywood, Calif. _____ News-Reel Floodlites.
 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 Corp., Lake & Colfax Sts., Griffith, Ind. _____ Victor.
 Sun Ray Photo Co., Inc., 295-309 Lafayette St., New York City _____ Sun Ray Reflectors and Stands.
 Testrite Instrument Co., Inc., 57 E. 11th St., New York City _____ Fotolite Reflectors and Stands.

PHOTOFLOOD TYPE LAMPS

General Electric Co., Nela Park, Cleveland, Ohio _____ G-E Mazda Synchro-Press, Wire Filled
 No. 5, No. 7, No. 16A, Focal-Plane No. 30 and No. 31; Foil Filled No. 11A, 21, 21B (blue);
 Photoflash No. 75.
 Wabash Photolamp Corp., 335 Carroll St., Brooklyn, N. Y. _____ Wabash Superflash No. 0, No. 1,
 Special Press 40,000, Press 25, No. 2, No. 2A, No. 3A, No. 3 Standard Line Flash Bulbs; Super-
 flash Sunlite No. 2B, No. 3B, for color photography.
 Westinghouse Lamp Division, Bloomfield, N. J. _____ Westinghouse Mazda Synchro-Press No. 5; No. 11A;
 No. 16A; No. 21; No. 21B (Blue Bulb); Focal Plane No. 31; No. 75.

PHOTOFLOOD TYPE LAMPS

Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ White Ray No. 1.
 Wabash Photolamp Corp., 335 Carroll Ave., Brooklyn, N. Y. _____ Wabash Superflood No. 1, No. 2;
 Full Line Incandescent Light Bulbs.
 General Electric Co., Nela Park, Cleveland, Ohio _____ G-E Mazda Inside Frosted No. 1, No.
 2, No. 4; Daylight No. 1B, No. 2B, No. 4B.
 Westinghouse Lamp Division, Bloomfield, N. J. _____ Westinghouse Mazda No. 1 250-watt; No. 2
 500-watt; No. 4 1000-watt.

PHOTOGRAPH CASES

Eastman Kodak Co., Taprell Loomis Division, 1727 S. Indiana Ave., Chicago, Ill.
 Gross Photo Supply Co., 1501-17 W. Bancroft St., Toledo, Ohio _____ Grossmounts with Glass or Celluloid.
 Miles Kedex Co., 142 Water St., Leominster, Mass. _____ Leather-Like, Frame-Type.
 Winthrop-Atkins Co., Inc., Middleboro, Mass. _____ Lock Easel and Folio "Book" Type.

PHOTOGRAPHIC SUPPLIES, WHOLESALE AND RETAIL

Albert Specialty Co., 231 S. Green St., Chicago, Ill.
 Burleigh Brooks, Inc., 126 W. 42nd St., New York City.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill.
 Fotoshop, Inc., 18 E. 42nd St., New York City.
 Marks & Fuller, Inc., 44 East Ave., Rochester, N. Y.
 Medo Photo Supply Corp., 15 W. 47th St., New York City.
 George Murphy, Inc., 57 E. 9th St., New York City.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill.

PHOTOGRAPHIC SUPPLIES, WHOLESALE ONLY

Eagle Photo Supply Co., 57 E. 9th St., New York City.
 Hornstein Photo Sales, 320 W. Ohio St., Chicago, Ill.
 Raygram Corporation, 425-4th Ave., New York City.

PHOTOGRAPH, SCHOOLS OF (See Schools of Photography)**PHOTO-MICRO COPYING EQUIPMENT (See Cameras, Copying)****PHOTO-MICROGRAPHIC ACCESSORIES**

Bausch & Lomb Optical Co., Rochester, N. Y. _____ Euscope; Micro-Tessars; Ultra-Violet Optics.
 Carl Zeiss, Inc., 485-5th Ave., New York City _____ Miflex Attachment for Contax.

PHOTO-PRINT MACHINERY (See Photo-Copying Machines)**PLAQUES**

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

PLATE HOLDERS

Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Rexo; Ingento.
 Eastman Kodak Co., Rochester, N. Y. _____ Eastman.
 Folmer Graflex Corp., Rochester, N. Y. _____ Century, Sterling; Lantern Slide; Graflex; Graphic.
 Photo Utilities, Inc., 10 W. 33rd St., New York City _____ For Utילו Special.

PLATES, COLOR

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

Defender Photo Supply Co., Inc., Rochester, N. Y. _____ Seed; Standard; Stanley.
 Eastman Kodak Co., Rochester, N. Y. _____ Kodalith Orthochromatic; Wratten Panchromatic; Wratten
 C. T. C. Panchromatic; Wratten Process Panchromatic; Eastman Process.
 Gevaert Company of America, Inc., The, 423 W. 55th St., New York City _____ Gevaert Process Rapid
 Panchro A. H.; Process Extra Panchro A. H.; Normal Panchro A. H.; Normal Panchro "Mat"
 A. H.; Ultra Rapid Panchro A. H.; Process Extra A. H.; Normal A. H.
 Hammer Dry Plate & Film Co., 3547 Ohio Ave., St. Louis, Mo. _____ Hammer Special Ortho Offset; Ortho
 Offset; Regular Offset; Medium Commercial; Medium Commercial Ortho; Process; Super Process;
 Special Super Process; Slow; Slow Ortho.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Ilford Thin-Film Halftone Panchro-
 matic; Rapid Process Panchromatic; Soft Gradation Panchromatic; Special Rapid Panchromatic;
 Hypersensitive Panchromatic.

PLATES, LANTERN SLIDE

Defender Photo Supply Co., Inc., Rochester, N. Y. _____ Standard Regular Lantern Slide; Seed Lantern
 Slide (Yellow Label).
 Eastman Kodak Co., Rochester, N. Y. _____ Eastman Soft; Medium; Contrast Anthilation; Special
 Contrast Anthilation.
 Gevaert Company of America, Inc., The, 423 W. 55th St., New York City _____ Gevaert.
 Hammer Dry Plate & Film Co., 3547 Ohio Ave., St. Louis, Mo. _____ Hammer 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

Defender Photo Supply Co., Inc., Rochester, N. Y. _____ Seed 27; Seed 26X; Seed Process; Stanley
 Regular; Standard Extra Imperial; Seed 23; Seed L Ortho; Seed Non-Halation; L. Ortho;
 Standard Orthonon
 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 Panchro-
 matic; Wratten Process Panchromatic; Wratten M; Wratten Metallographic; Eastman Diapositive
 (Fine Grain Anthilation).
 Gevaert Company of America, Inc., The, 423 W. 55th St., New York City _____ Ultra Panchro A. H.
 8000; Super Press A. H.; Sensima Ortho; Studio Plate; Postal Plate; Ortho Process; Lantern
 Slides.
 Hammer Dry Plate & Film Co., 3547 Ohio Ave., St. Louis, Mo. _____ Hammer Extra Fast Blue Label;
 Special Red Label; Portrait Ortho; Super Press; Postal; Medium Commercial; Medium Commer-
 cial Ortho; Slow; Slow Ortho; Transparency; Process; Super-Process; Offset.
 Colorgraph Co., 80 East Ave., Rochester, N. Y. _____ Devin No. 17.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Ilford Rapid Process Panchromatic;
 Thin-Film Halftone Panchromatic; Soft Gradation Panchromatic; Special Rapid Panchromatic;
 Hypersensitive Panchromatic; Infra-Red; Trichrome; Ordinary; Soft Ordinary; Process; Ortho
 Process.

PLATES, X-RAY

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

POLARIZATION SCREENS

Burleigh Brooks, Inc., 126 W. 42nd St., New York City _____ Bernotar Screens.
 Eastman Kodak Co., Rochester, N. Y. _____ Kodak Pola-Screens; Eastman Pola-Screens Type II-B;
 Eastman Pola-Screen Type I.

POSING BENCHES

Decorative Background Co., Inc., 4814-18 W. 25th Place, Chicago-Cicero, Ill. _____ 3-in-1 Modern.
 George Murphy, Inc., 57 E. 9th St., New York City _____ Eagle.

POSTCARDS, LOCAL VIEW, FOR THE TRADE

Paul L. Baruch, 234 - 5th Ave., New York City.

PRIMERS FOR FLASH LAMPS (See Flash Primers)**PRINT CARRIERS**

David C. Brown Co., 17532 Wisconsin Ave., Detroit, Mich. _____ Rubber Covered.

PRINT DEVELOPING MACHINES

Pako Corporation, Minneapolis, Minn. _____ Pakodoper.

PRINT DRYERS

Albert Specialty Co., 231 S. Green St., Chicago, Ill. _____ Trojan Drying Press; Trojan Blotter Books.
 Arkay Laboratories, Inc., 1570 S. 1st St., Milwaukee, Wis. _____ Arkay Photo-Dry.
 Brunner Photo Appliance Corp., 1243 W. 3rd St., Cleveland, Ohio _____ Nu-Gloss for Glossy Prints.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Rexo Glossy Double Duty; Luxor Double Duty.
 Chess-United Co., Madison Ave. & 29th St., New York City _____ Chess-United.
 Eastman Kodak Co., Rochester, N. Y. _____ Eastman Professional; Eastman Commercial.
 Fink-Roselieve Co., Inc., 109 W. 64th St., New York City _____ Duophoto.
 George Murphy, Inc., 57 E. 9th St., New York City _____ Eagle.
 Pako Corporation, Minneapolis, Minn. _____ Electrogloss; Economy; Pako Liberty.
 Raygram Corporation, 425 - 4th Ave., New York City _____ Raygram Print Press; Blotter Book;
 Blotter Press.

Simplex Specialty Co., Inc., 116-18 W. 14th St., New York City _____ Simplex Glossy Table; Victor
 Junior Speed; Federal; Simplex Ideal; Simplex Midget; Dryers Built to Order, Any Capacity to
 1400 8x10 Prints per Hour; Also Dryers for Photostat, Blue Print and Negative Paper.
 Testrite Instrument Co., Inc., 57 E. 11th St., New York City _____ Heatrite Heat Control.
 Warren Electric Appliance Co., Warren, Pa. _____ Weaco Roto.

PRINT FIXING AND WASHING MACHINES

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 Specialty Co., Inc., 116-18 14th St., New York City _____ Raygram Handi Print Straightener.

PRINT FLATTENING SOLUTIONS

Defender Photo Supply Co., Inc., Rochester, N. Y. _____ Lyflat; Carbitol Acetate.
 Eastman Kodak Co., Rochester, N. Y. _____ Flexol.
 George Murphy, Inc., 57 E. 9th St., New York City _____ Photo Flat.

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

Albert Specialty Co., 231 S. Green St., Chicago, Ill. _____ Trojan Rubber Coated.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Ingento.
 Fink-Roselieve Co., Inc., 109 W. 64th St., New York City _____ F-R Plastic PrintTongs.

PRINT TRIMMERS

Albert Specialty Co., 231 S. Green St., Chicago, Ill. _____ Albert.
 Burleigh Brooks, Inc., 126 W. 42nd St., New York City _____ Brooks Metal; Brooks Deckel Edge.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Rexo DeLuxe, Mogul, Heavy Duty, 5-M All-Metal.
 Eastman Kodak Co., Rochester, N. Y. _____ Eastman Metal; Eastko.
 Medo Photo Supply Corp., 15 W. 47th St., New York City _____ Empire.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Norwil.
 Raygram Corporation, 425-4th Ave., New York City _____ Raygram.
 Testrite Instrument Co., Inc., 57 E. 11th St., New York City _____ Cutrite.

PRINT VIEWERS (See Visualizers)**PRINT WASHERS**

Burleigh Brooks, Inc., 126 W. 42nd St., New York City _____ Nikor.
 David C. Brown Co., 17532 Wisconsin Ave., Detroit, Mich. _____ Rubber Covered.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Ingento; Ideal.
 Crusey Photo Print Washer Co., Sidney, Ohio _____ Crusey Automatic.
 Eastman Kodak Co., Rochester, N. Y. _____ Kodak; Automatic Tray Siphon.
 Medo Photo Supply Corp., 15 W. 47th St., New York City _____ Empire Whirlpool.
 George Murphy, Inc., 57 E. 9th St., New York City _____ No. 1 Royal.
 Pako Corporation, Minneapolis, Minn. _____ Pako; Globe.

PRINTERS, ACCESSORIES FOR

Brunner Photo Appliance Corp., 1243 W. 3rd St., Cleveland, Ohio _____ For Pako Printers; Brunner Number Bands; Printing Glass; Automtaic Inker.

PRINTERS, AMATEUR

Agfa AnSCO, Binghamton, N. Y. _____ 5x7 Printer.
 Albert Specialty Co., 231 S. Green St., Chicago, Ill. _____ Albert 4x5; 5x7; Viceroy 4x5.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Rexo 5x7 Contact.
 Eastman Kodak Co., Rochester, N. Y. _____ Kodak Amateur.
 Folmer Graflex Corp., Rochester, N. Y. _____ Graflex Enlarg-or-Printer.
 Gevaert Company of America, Inc., The, 423 W. 55th St., New York City _____ Gevaert Larja Printer.
 Hornstein Photo Sales, 320 W. Ohio St., Chicago, Ill. _____ Economy.
 International Research Corp., 4th & William Sts., Ann Arbor, Mich. _____ Argus Speed.
 Medo Photo Supply Corp., 15 W. 47th St., New York City _____ Little Giant; Empire.
 George Murphy, Inc., 57 E. 9th St., New York City _____ Eagle.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Norwil.
 Pako Corporation, Minneapolis, Minn. _____ Pako Model B; Pako Junior; Pako Over-Size.

PRINTERS, AUTOMATIC AND SEMI-AUTOMATIC

Eastman Kodak Co., Rochester, N. Y. _____ Kodak Automatic; Velox Rapid Photo Cell Model.
 Pako Corporation, Minneapolis, Minn. _____ Pako Over-Size.

PRINTERS, PROFESSIONAL

Agfa AnSCO, Binghamton, N. Y. _____ 8x10 Professional; 11x14 All Metal.
 Eastman Kodak Co., Rochester, N. Y. _____ Eastman Studio; Eastman No. 2; Eastman No. 5; Eastman Printer No. 8; Eastman Projection.
 Folmer Graflex Corp., Rochester, N. Y. _____ Crown No. 3.
 Pako Corporation, Minneapolis, Minn. _____ Pako DeLuxe; Pako Professional No. 2.

PRINTERS, PROJECTION (See Enlargers)**PRINTERS, STRIP-FILM**

Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Oliver 35mm Strip Printing Machine.

PRINT-IN BACKGROUNDS

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

PRINTING FRAMES

Agfa AnSCO, Binghamton, N. Y. _____ 4x6 Regular; 4x6 Masking.
 Albert Specialty Co., 231 S. Green St., Chicago, Ill. _____ Trojan Professional; Trojan All-Metal.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Rexo Amateur; Rexo Extra Heavy Weight.
 Eastman Kodak Co., Rochester, N. Y. _____ Eastman; Eastman Heavy Weight.
 Folmer Graflex Corp., Rochester, N. Y. _____ Century; Cirkut.
 Hornstein Photo Sales, 320 W. Ohio St., Chicago, Ill. _____ Faultless.
 Fred Neubauer, 79 Woodruff Ave., Brooklyn, N. Y. _____ Effen for 35mm.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Norwil.
 Raygram Corporation, 425-4th Ave., New York City _____ Raygram.
 Testrite Instrument Co., Inc., 57 E. 11th St., New York City _____ Prinrite 4x6 Stainless Back with Clip Holders.

PRINTING MASKS (See Masks)**PRISMS FOR PHOTO-ENGRAVING (See Photo-Engraving Prisms)****PROJECTION ENLARGERS AND PRINTERS (See Enlargers)****PROJECTOR CASES**

Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Rexo.
 International Research Corp., 4th & William Sts., Ann Arbor, Mich. _____ Argus.
 Mirotex Products, 6241 Southwood Ave., St. Louis, Mo. _____ Art Leather, for Eastman EE-G, EE-2, G-2, Model 70 8mm.
 Motion Picture Screen & Accessories Co., Inc., 351 W. 52nd St., New York City _____ Britelite Tru-vision Standard, DeLuxe and Other Models for Keystone and Eastman.
 Raygram Corporation, 425-4th Ave., New York City _____ Raygram.

PROJECTOR LAMPS

General Electric Co., Nela Park, Cleveland, Ohio _____ G-E Mazda Projection and Stereopticon 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. For all makes of projectors.
 Westinghouse Lamp Division, Bloomfield, N. J. _____ Westinghouse Mazda 50, 100, 200, 250, 300, 400, 500, 600, 750, 900, 1000, 1500, 2100-watt sizes. Specify filament, base and voltage.

PROJECTOR STANDS

Da-Lite Screen Co., Inc., 2723 N. Crawford Ave., Chicago, Ill. _____ For either Still or Movie Projectors.

PROJECTORS (See Also Dental X-Ray Projectors)

Bausch & Lomb Optical Co., Rochester, N. Y. _____ Balopticons; Micro; Opaque; Lantern Slide.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Rexo Standard Stereopticon; Perle Lantern Slide.

Eastman Kodak Co., Rochester, N. Y. — Kodascope; Sound Kodascope; Kodaslide Projector Model A; Kodaslide Projector Model 1; Kodaslide Projector Model 2; Repeater Kodascope Model G.
 International Research Corp., 4th & William Sts., Ann Arbor, Mich. — Argus Vitalite.
 Society for Visual Education, Inc., 100 E. Ohio St., Chicago, Ill. — Picturol; Tri-Purpose; Miniature.
PROJECTORS, BACKGROUND
 Beattie's Hollywood Hi-Lite Company, Hollywood, Calif. — Marguerite Hi-Lite with Shadoleaf Transparencies.
 Photogenic Machine Co., Youngstown, Ohio.
PROOFING MACHINES
 Photogenic Machine Co., Youngstown, Ohio — Perkins Hi-Power.

Q

QUICK-FINISH CAMERAS (See Cameras, Tintype)

R

RANGE FINDERS

Burleigh Brooks, Inc., 126 W. 42nd St., New York City — Bee Bee.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. — Rexo; Watson; Luxor.
 Chess-United Co., Madison Ave. & 29th St., New York City — Chess-United.
 Eastman Kodak Co., Rochester, N. Y. — Kodak Pocket.
 Fink-Roselieve Co., Inc., 109 W. 64th St., New York City — F-R Precision.
 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.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. — Norwil.
 Testrite Instrument Co., Inc., 57 E. 11th St., New York City — Seerite.
 Wollensak Optical Co., Rochester, N. Y. — Wollensak.
 Carl Zeiss, Inc., 485 - 5th Ave., New York City — Zeiss.

REDUCERS

Burke & James, Inc., 223 W. Madison St., Chicago, Ill. — Sheet's Negative Reducer; Ingento Reducing Powder.

REDUCING BACKS

Agfa Ansco, Binghamton, N. Y. — Agfa.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. — Watson.
 Eastman Kodak Company, Rochester, N. Y. — For Eastman View Cameras.
 Folmer Graflex Corp., Rochester, N. Y. — Reversible.

REDUCING GLASSES

Bausch & Lomb Optical Co., Rochester, N. Y. — Bausch & Lomb.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. — Norwil.
 Testrite Instrument Co., Inc., 57 E. 11th St., New York City — Seerite.
 Wollensak Optical Co., Rochester, N. Y. — Wollensak.

REFINERS (See Silver Refiners)

REFLECTION ELIMINATORS (See Polarization Screens)

REFLECTOR LAMPS

Burke & James, Inc., 223 W. Madison St., Chicago, Ill. — White Ray Photo-Lite with Silvered Surface.
 General Electric Co., Nela Park, Cleveland, Ohio — G-E Mazda 150 and 300-watt No. R-40; 150-watt No. PAR-38; Photoflood No. R-2.
 Wabash Photolamp Corp., 335 Carroll Ave., Brooklyn, N. Y. — Wabash Superflood with Built-in Concentrating Reflector; Birdseye Inside Silvered, Direct, Concentrated and Spotlite, etc., in All Types and Sizes.
 Westinghouse Lamp Division, Bloomfield, N. J. — Westinghouse Mazda hermetically sealed spot and flood types: 150-watt; 300-watt; R-2 500-watt.

REFLECTORS FOR INCANDESCENT LAMPS

Albert Specialty Co., 231 S. Green St., Chicago, Ill. — Realites, Stand, Clamp-on and Hand.
 Beattie's Hollywood Hi-Lite Company, Hollywood, Calif. — News Reel Floodlites.
 Burleigh Brooks, Inc., 126 W. 42nd St., New York City — Brooks.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. — Simplex Reflectors No. 1, No. 2, Jr. No. 1, Jr. No. 2, Mogul; Rexo No. 10; Rexo Hand; Giant Simplex No. 3; White Ray A, B and C; Nitro Jr., Sr.; Ideal.
 Eastman Kodak Co., Rochester, N. Y. — Kodaflectors.
 Hornstein Photo Sales, 320 W. Ohio St., Chicago, Ill. — Faultless Parabol.
 Johnson Ventlite Co., 4619 W. Harrison St., Chicago, Ill. — Professional Photoflash-Photoflood Ventlite Reflectors; Ventlite Battery Fired Photoflash Reflector; Polish Parabola Photoflood-Photoflash Reflector; Reflectors for H-6 Water-Cooled Mercury Lamp.
 Mirotext Products, 6241 Southwood Ave., St. Louis, Mo. — Mirotext Slip-On.
 Motion Picture Screen & Accessories Co., Inc., 351 W. 52nd St., New York City — Britelite Truision Superflectors No. 20, No. 120; Twinflectors No. 110, No. 220; P. T. Reflector No. 9; Complete Line of Reflectors.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. — Norwil Triple-Flash; Norwil Home-Flash; Norwil Hand-Flash; Duoflector; Monoflector; Super-Deluxe Clamp-On; Super-Deluxe Jr. Clamp-On; Deluxe Clamp-On; Giant Clamp-On; Standard Clamp-On.
 Photogenic Machine Co., Youngstown, Ohio — Hi-Power No. 2 Photoflood.
 James H. Smith & Sons Corp., Lake & Colfax Sts., Griffith, Ind. — Victor.
 Sun Ray Photo Co., Inc., 205-309 Lafayette St., New York City — Sun Ray.
 Testrite Instrument Co., Inc., 57 E. 11th St., New York City — Fotolite Clamp and Stand Models.

REFLECTORS, STUDIO (See Also Mirror Reflectors)

Beattie's Hollywood Hi-Lite Company, Hollywood, Calif. — Hollywood Brite-Lite.
 Eastman Kodak Co., Rochester, N. Y. — Eastman Home Portrait; Eastman Studio.
 Photogenic Machine Co., Youngstown, Ohio — Perkins Hi-Power Silfoil.
 James H. Smith & Sons Corp., Lake & Colfax Sts., Griffith, Ind. — Victor.
 Sun Ray Photo Co., Inc., 295-309 Lafayette St., New York City — Sun Ray.
 Testrite Instrument Co., Inc., 57 E. 11th St., New York City — Fotolite Reflecting Boards.

REPAIRING OF CAMERAS AND APPARATUS

Agfa Ansco, Binghamton, N. Y. _____ Agfa Ansco Makes Only.
Burleigh Brooks, Inc., 126 W. 42nd St., New York City _____ Imported Makes.
Eastman Kodak Co., Rochester, N. Y. _____ Eastman Makes Only.
Folmer Graflex Corporation, Rochester, N. Y. _____ Graflex, Graphic, Century, Crown, Cirkut and
Folmer Equipment Only.
Hornstein Photo Sales, 700 Elm St., Dallas, Texas _____ All Makes.
Medo Photo Supply Corp., 15 W. 47th St., New York City _____ All Makes.
Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ 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, Binghamton, N. Y. _____ New-Coccine Dodging Medium.
Albert Specialty Co., 231 S. Green St., Chicago, Ill. _____ Trojan and Trojan, Jr., Retouching Sets.
Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Ingento Spotting Colors and Pencils;
Retouching Varnish; Black Matt Varnish; Negative Varnish.
Eastman Kodak Co., Rochester, N. Y. _____ Eastman Etching Knife; Retouching Fluid; Spotting
Colors; India Ink; Spotting Brushes.
George Murphy, Inc., 57 E. 9th St., New York City _____ Nego Rubber Reducer; E. W. N. Spotting
Medium.
Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Norwil Spotting Brushes; R-9
Retouching Dyes.
Peerless Color Laboratories, 11-13 Diamond Place, Rochester, N. Y. _____ Peerless Opaque Water Colors.
Photo Utilities, Inc., 10 W. 33rd St., New York City _____ Retouching Lancet; Master Rubber.
James H. Smith & Sons Corp., Lake & Colfax Sts., Griffith, Ind. _____ Victor Spotting Colors.
Thayer & Chandler, 910 W. Van Buren St., Chicago, Ill. _____ Lamp Black; Sepia.
Webster Bros. Laboratory, 53 W. Jackson Blvd., Chicago, Ill. _____ Webster's Retouching Colors; Spot-
ting Colors; Photocolor Remover; Dye-Proofing; Negative-Red for Dodging Negatives; Red Sable
Brushes.

RETOUCHING EQUIPMENT

Burleigh Brooks, Inc., 126 W. 42nd St., New York City _____ Bee Bee Retouching Magnifier.
Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Rexo Photo Etching Set; Rexo
Retouching Magnifiers.
Folmer Graflex Corp., Rochester, N. Y. _____ Graflex Enlarg-Or-Printer; Century Folding Retouching
Frame; R. O. C. Retouching Desk.
Gilbert Supply Co., Independence, Iowa _____ Gilbert Electric Retoucher ("The Little Speedster").

ROUND CORNERING MACHINES

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

RUBBER TO METAL PROCESS

David C. Brown Co., 17582 Wisconsin Ave., Detroit, Mich. _____ Photo Flex Coatings.

RUBBER, VULCANIZED LIQUID

David C. Brown Co., 17582 Wisconsin Ave., Detroit, Mich. _____ Photo Flex.

S

SAFELIGHTS

Agfa Ansco, Binghamton, N. Y. _____ Agfa Safelights; Safelight Outfits.
Albert Specialty Co., 231 S. Green St., Chicago, Ill. _____ Albert 4-in-1 Darkroom Safelight on Stand;
Albert Junior 4-in-1 Screw-in Type Safelight.
Burleigh Brooks, Inc., 126 W. 42nd St., New York City _____ Bee Bee Safelights.
Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Stuart 6-in-1; Rexo Universal Dark
Room Lamp.
Eastman Kodak Co., Rochester, N. Y. _____ Wratten; Kodak; Eastman; Brownie; Indirect Light Boxes.
International Research Corp., 4th & William Sts., Ann Arbor, Mich. _____ Argus Darkroom Safelight
and Clock; Argus Darkroom Safelight.
James H. Smith & Sons Corp., Lake & Colfax Sts., Griffith, Ind. _____ Victor Safelight Attachment.

SALON PRINT CASES

Mirotext Products, 6241 Southwood Ave., St. Louis, Mo. _____ 3"; 4"; 5".

SCALES

Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Rexo No. 8
Eastman Kodak Co., Rochester, N. Y. _____ Eastman Studio.
Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Norwil.
Raygram Corporation, 425-4th Ave., New York City _____ Raygram Weigh Spoon.

SCHOOL GROUP ASSEMBLIES FOR THE TRADE

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

SCHOOLS OF PHOTOGRAPHY

Colorgraph Co., 80 East Ave., Rochester, N. Y. _____ Courses in Direct Color Photography.
Fotoshop Institute of the Camera, 18 E. 42nd St., New York City _____ Color Photography in All Phases.
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).

SCREEN, MOTION PICTURE (See Screens, Projection)

SCREENS, PRINT-IN FOR TEXTURE AND ETCHING EFFECTS

Agfa Ansco, Binghamton, N. Y. _____ Agfa Texture.

SCREENS, PROJECTION

Albert Specialty Co., 231 S. Green St., Chicago, Ill. _____ Radiant Hy-Flect.
Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Rexo Roll-Up; Tripod Folding Beaded.
Da-Lite Screen Co., Inc., 2723 N. Crawford Ave., Chicago, Ill. _____ Table Types: Da-Lite Model D and
Junior; Self-supporting (Tripod Attached) Da-Lite Standard and DeLuxe Challenger. Wall or
Ceiling Types: Da-Lite Model B, C, Scenic and Motor-Operated Electrol. Wide selection sizes each
model; supplied with either Beaded, White or Silver Projection Surfaces.
International Research Corp., 4th & William Sts., Ann Arbor, Mich. _____ Argus.
Mirotext Products, 6241 Southwood Ave., St. Louis, Mo. _____ Mirotext Box; Streamliner and Mirotext
Table Types; Hanging and Wall Types; for Color and Black-and-White.
Motion Picture Screen & Accessories Co., Inc., 351 W. 52nd St., New York City _____ Britelite Truivision
Wide Angle Crystal Beaded Nu-Matic; Dunbar Special; Triple Duty; De Luxe A; Junior Easel;
Tripod, Metal Tube and Rigid Frame Models; Auditorium (Metal Tube, Batten, Backboard).

- Raygram Corporation, 425 - 4th Ave., New York City _____ Raygram.
Society for Visual Education, Inc., 100 E. Ohio 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 E. Water St., Kalamazoo, Mich. _____ Packard-Ideal Automatic.
- SHUTTER RELEASES**
Agfa Ansco, Binghamton, N. Y. _____ Cable.
Bausch & Lomb Optical Co., Rochester, N. Y. _____ Cable for Compound and Compur Shutters.
Burleigh Brooks, Inc., 127 W. 42nd St., New York City _____ Luc; Livo; Flexible Cable.
Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Rexo Cable.
International Research Corp., 4th & William Sts., Ann Arbor, Mich. _____ Argus Cable.
George Murphy, Inc., 57 E. 9th St., New York City _____ Antinous Cable.
Fred Neubauer, 79 Woodruff Ave., Brooklyn, N. Y. _____ Effen Regular and Delayed Action Cable.
Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Norwil Cable.
Photo Utilities, Inc., 10 W. 33rd St., New York City _____ Utilo Cable.
James H. Smith & Sons Corp., Lake & Colfax Sts., Griffith, Ind. _____ Flash Synchronizing.
Wollensak Optical Co., Rochester, N. Y. _____ Cable.
- SHUTTER REPAIRING**
Burleigh Brooks, Inc., 127 W. 42nd St., New York City _____ Imported Makes.
Hornstein Photo Sales, 700 Elm St., Dallas, Texas _____ All Makes.
Michigan Photo Shutter Co., 170 E. Water St., Kalamazoo, Mich. _____ Packard Shutters Only.
Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ All Makes.
Wollensak Optical Co., Rochester, N. Y. _____ Wollensak Makes Only.
- SHUTTERS**
Bausch & Lomb Optical Co., Rochester, N. Y. _____ Compound; Compur.
Burleigh Brooks, Inc., 126 W. 42nd St., New York City _____ Luc-Before-the-Lens; Luc-Behind-the-Lens;
Brooks Focal Plane; Compur; Compound.
Eastman Kodak Co., Rochester, N. Y. _____ Kodak Supermatic.
C. P. Goerz American Optical Co., 317 E. 34th St., New York City _____ Compur; Compound.
Michigan Photo Shutter Co., 170 E. Water St., Kalamazoo, Mich. _____ Packard-Ideal No. 5; No. 6;
Two-Way No. 8; Enlarging & Copying No. 7.
George Murphy, Inc., 57 E. 9th St., New York City _____ Thornton-Pickard.
Wollensak Optical Co., Rochester, N. Y. _____ Alphax; Betax; Gammax; Deltax; Studio.
- SIGNS FOR WINDOW DISPLAYS**
Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Rexo Banners.
- SILVER RECOVERY METHODS**
States Salvage Co., Wayne & Main Sts., Lima Ohio _____ Aukerman Units.
- SILVER REFINERS**
States Salvage Co., Wayne & Main Sts., Lima, Ohio.
- SINK COATING MATERIALS**
David C. Brown Co., 17532 Wisconsin Ave., Detroit, Mich. _____ Photo Flex.
- SLIDE BINDERS** (See Lantern Slide Binders)
- SLIDE VIEWERS** (See Visualizers)
- SPARK METALS**
Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Rexo.
James H. Smith & Sons Corp., Lake & Colfax Sts., Griffith, Ind. _____ Caywood.
- SPEED ATTACHMENTS AND SYNCHRONIZING DEVICES**
Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Howard Synchronizer.
Eastman Kodak Co., Rochester, N. Y. _____ Kodak Flash Synchronizer.
Folmer Graflex Corp., Rochester, N. Y. _____ Synchronizers for Graflex and Speed Graphic Cameras.
Goodspeed, Inc., 220 - 5th Ave., New York City _____ Goodspeed Photoflash.
Johnson Ventlite Co., 4619 W. Harrison St., Chicago, Ill. _____ Ventlite Photoflash-Shutter Synchronizer.
James H. Smith & Sons Corp., Lake & Colfax Sts., Griffith, Ind. _____ Flash Synchronizing Shutter
Releases; Victor Speed-O-Matic Synchronizer.
South Jersey Photo Laboratories, 525 White Horse Pike, Oaklyn, N. J. _____ Syncro-Flash.
Testrite Instrument Co., Inc., 57 E. 11th St., New York City _____ Fitolite.
- SPONGES** (See Viscose Sponge; Cellulose Fine Pore Sponges)
- SPOT LIGHT LAMPS, INCANDESCENT**
Fink-Roselieve Co., Inc., 109 W. 64th St., New York City _____ F-R Photo-Fine 150-watt.
General Electric Co., Nela Park, Cleveland, Ohio _____ G-E Mazda clear bulb: 100 and 150-watt T-8
(bayonet candelabra base); 100-watt P-25; 250 and 400-watt G-30; 500 and 1000-watt G-40; 500
and 1000-watt T-20; 750-watt T-24. Photo-blue: 250 and 400-watt G-30; 500-watt T-20.
Westinghouse Lamp Division, Bloomfield, N. J. _____ Westinghouse Mazda 75, 100, 150, 250, 400, 500,
1000, 1500, 2000-watt sizes. Specify base.
- SPOT LIGHTS**
Beattie's Hollywood Hi-Lite Co., Hollywood, Calif. _____ Fresnel Type Motion Picture Lamps; Hi-Key;
Boom-Lites; Hi-Lites; Arc Spotlights.
Burleigh Brooks, Inc., 126 W. 42nd St., New York City _____ Photo-Flood-Spot; Foco-Flood; Flex-A-Lite.
Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Watson Controlled; Watson De Luxe.
Fink-Roselieve Co., Inc., 109 W. 64th St., New York City _____ Fresnel Lens F-R Hi-Spot.
Fotoshop, Inc., 18 E. 42nd St., New York City _____ Fotos Line for Color Photography.
Hornstein Photo Sales, 320 W. Ohio 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 Corp., 15 W. 47th St., New York City _____ Empire.
Motion Picture Screen & Accessories Co., Inc., 351 W. 52nd St., New York City _____ Britelite Fresnel
Lens No. 519; No. 535; No. 575; Special for Photoflood; Special 2000-watt.
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; Perkins Junior Boom.
James H. Smith & Sons Corp., Lake & Colfax Sts., Griffith, Ind. _____ Victor.
Sun Ray Photo Co., Inc., 295-309 Lafayette St., New York City _____ Sun Ray.
Testrite Instrument Co., Inc., 57 E. 11th St., New York City _____ Fitolites, Fresnel and Condensing
Types.

SPOTTING COLORS (See Retouching and Spotting Materials)

SQUEEGEE PLATES (See Ferrottype Plates)

SQUEEGEES, HAND

Albert Specialty Co., 231 S. Green St., Chicago, Ill.	Trojan Squeegee Rollers.
Burleigh Brooks, Inc., 126 W. 42nd St., New York City	Brooks Print Rollers.
Burke & James, Inc., 223 W. Madison St., Chicago, Ill.	Rexo Print Rollers; Ideal Print Rollers.
Eastman Kodak Co., Rochester, N. Y.	Eastko Rubber; 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.
Raygram Corporation, 425-4th Ave., New York City	Raygram Print Rollers.
Simplex Specialty Co., Inc., 116-18 W. 14th St., New York City	Peerless Velvet.

SQUEEGEES, POWER

Simplex Specialty Co., Inc., 116-18 W. 14th St., New York City	Simplex Power Wringers.
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STEREO VIEWERS (See Visualizers)

STEREOPTICONS (See Projectors)

STEREOSCOPES (See Visualizers)

STIRRING RODS

Albert Specialty Co., 231 S. Green St., Chicago, Ill.	Trojan Stirring Rod Thermometers.
Burleigh Brooks, Inc., 126 W. 42nd St., New York City	Brooks Thermometer; Nikor Stainless Steel.
Burke & James, Inc., 223 W. Madison St., Chicago, Ill.	Rexo.
Eastman Kodak Co., Rochester, N. Y.	Eastman Glass; Hard Rubber.
Hornstein Photo Sales, 320 W. Ohio St., Chicago, Ill.	Faultless Thermometer.
Norman-Willets Co., 318 W. Washington St., Chicago, Ill.	Norwil.
Testrite Instrument Co., Inc., 57 E. 11th St., New York City	Testrite Thermometer, Glass and Catalin.

STUDIO FURNITURE

Decorative Background Co., Inc., 4814-18 W. 25th Place, Chicago-Cicero, Ill.	3-in-1 Modern Posing Bench.
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SWITCHES FOR PHOTOFLOOD TYPE LAMPS

James H. Smith & Sons Corp., Lake & Colfax Sts., Griffith, Ind.	Hi-Lo Series Parallel.
Testrite Instrument Co., Inc., 57 E. 11th St., New York City	Fotolite Dim Brite Units.

SYNCHRONIZERS (See Speed Attachments and Synchronizing Devices)

T

TANK AGITATORS

Albert Specialty Co., 231 S. Green St., Chicago, Ill.	Albert Automatic.
Burke & James, Inc., 223 W. Madison St., Chicago, Ill.	Badger Hydraulic.
Chess-United Co., Madison Ave. & 29th St., New York City	Imperial.
Norman-Willets Co., 318 W. Washington St., Chicago, Ill.	Ace.
Warren Electric Appliance Co., Warren, Pa.	Weaco.

TANK COATING MATERIALS

David C. Brown Co., 17532 Wisconsin Ave., Detroit, Mich.	Photo Flex.
Brunner Photo Appliance Corp., 1243 W. 3rd St., Cleveland, Ohio	Brunner Acid-Proof Paint.
George Murphy, Inc., 57 E. 9th St., New York City	Eagle Tray Coating.

TANKS, DEVELOPING, FIXING, ETC.

Albert Specialty Co., 231 S. Green St., Chicago, Ill.	Albert 4-in-1 Developing Tank.
Burleigh Brooks, Inc., 126 W. 42nd St., New York City	Nikor, for All Kinds of Film.
Burke & James, Inc., 223 W. Madison St., Chicago, Ill.	Rexo Stainless Steel and Stoneware; Watson Roll Film Developing Tank.
David C. Brown Co., 17532 Wisconsin Ave., Detroit, Mich.	Motion Picture Film Tanks, Rubber Lined.
Eastman Kodak Co., Rochester, N. Y.	Eastman Developing & Fixing Box; Hard Rubber Fixing Box; Eastko Hard Rubber Fixing Box; Kodak Adjustable Roll Film Tank; Kodak Adjustable Sheet Film & Film Pack Tank; Eastman Hard Rubber Tanks.
Fink-Roselieve Co., Inc., 109 W. 64th St., New York City	F-R Adjustable Cut Film Pack Tank; F-R Adjustable Roll Film Developing Tank; F-R Adjustable Double Reel Roll Film Developing Tank; F-R 35mm Roll Film Developing Tank; F-R "Special" Adjustable Roll Film Developing Tank.
Medo Photo Supply Corp., 15 W. 47th St., New York City	Yankee.
George Murphy, Inc., 57 E. 9th St., New York City	Dallon.
Norman-Willets Co., 318 W. Washington St., Chicago, Ill.	Norwil Roll Film.
Sterling Photo Manufacturing Co., Beaver Falls, Pa.	Sterling Quality Porcelain Enamel Tanks and Outfits for Photo Finishing, Commercial and Professional Use.
Testrite Instrument Co., Inc., 57 E. 11th St., New York City	Fototex Adjustable Reel Film Tank.

TANKS MADE TO ORDER

David C. Brown Co., 17532 Wisconsin Ave., Detroit, Mich.	Wood, Steel; Rubber-Lined Any Size or Style.
Sterling Photo Manufacturing Co., Beaver Falls, Pa.	Special Sized Tanks Made to Order.

TEXTURE SCREENS (See Screens, Print-In for Texture and Etching Effects)

THERMOMETERS

Agfa Ansco, Binghamton, N. Y.	Agfa Tray-Clip.
Albert Specialty Co., 231 S. Green St., Chicago, Ill.	Trojan Tray; Trojan Stirring Rod.
Burleigh Brooks, Inc., 126 W. 42nd St., New York City	Brooks Thermometer Stirring Rods.
Burke & James, Inc., 223 W. Madison St., Chicago, Ill.	Ingento.
Chess-United Co., Madison Ave. & 29th St., New York City	Imperial.
Eastman Kodak Co., Rochester, N. Y.	Eastman.
Fink-Roselieve Co., Inc., 109 W. 64th St., New York City	F-R Stainless Steel—for Tanks and Trays; F-R X-Ray Time and Temperature.

V

VACUUM PRINTING FRAME BLANKETS

David C. Brown Co., 17532 Wisconsin Ave., Detroit, Mich. _____ Rubber Blankets Made to Order.

VACUUM PRINTING FRAMES

David C. Brown Co., 17532 Wisconsin Ave., Detroit, Mich. _____ Bro-Co.

VATS (See Hypo Vats)

VENTILATING FANS

Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Rexo and Watson Darkroom Ventilators.

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

Medo Photo Supply Corp., 15 W. 47th St., New York City _____ Alto Dark Room Ventilator.

VIEW FINDERS

Burleigh Brooks, Inc., 126 W. 42nd St., New York City _____ Brooks Direct.

Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Rexo.

Chess-United Co., Madison Ave. & 29th St., New York City _____ Imperial.

Folmer Graflex Corp., Rochester, N. Y. _____ Graphic; Tubular.

VIEWING BOXES (See Visualizers)

VIEWING FILTERS

Burleigh Brooks, Inc., 126 W. 42nd St., New York City _____ Bee Bee.

Chess-United Co., Madison Ave. & 29th St., New York City _____ Omag Monochrome.

Motion Picture Screen & Accessories Co., Inc., 351 W. 52nd St., New York City _____ Britelite.

Testrite Instrument Co., Inc., 57 E. 11th St., New York City _____ Filter View Meter.

Testrite Instrument Co., Inc., 57 E. 11th St., New York City _____ Seerite.

VIGNETTERS

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

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

Photographic Essentials Co., 607-5th Ave., New York City _____ Jiffy Printing.

VISCOSE SPONGE

Photo Utilities, Inc., 10 W. 33rd St., New York City.

VISUALIZERS

Bausch & Lomb Optical Co., Rochester, N. Y. _____ Bausch & Lomb Film Slide Viewer; Filmorator.

Burleigh Brooks, Inc., 126 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.

Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Chromascope Viewer.

Eastman Kodak Co., Rochester, N. Y. _____ Kodascope Movie Viewer.

Federal Stamping & Engineering Corp., 25 Lafayette St., Brooklyn, N. Y. _____ Federal No. 810

Illuminated Viewer.

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

Photo Utilities, Inc., 10 W. 33rd St., New York City _____ Color Scoper.

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

Simplex Specialty Co., Inc., 116-18 W. 14th St., New York City _____ Simplex Electric Viewing Box.

VISUALIZERS FOR DIRECT POSITIVE PRINTS

Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Luxor.

Marks & Fuller, Inc., 44 East Ave., Rochester, N. Y. _____ Marful.

W

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.

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

Webster Bros. Laboratory, 53 W. Jackson Blvd., Chicago, Ill. _____ Webster's Transparent; Squeegee

Process; Over-Glaze Process; Glossy Paper Colors.

WATER FILTERS

Mirotex Products, 6241 Southwood Ave., St. Louis, Mo. _____ Senior Special $\frac{3}{4}$ "; Senior; Junior.

WINDOW STRIPS, PRINTED, FOR DISPLAY USE

Brunner Photo Appliance Corp., 1243 W. 3rd St., Cleveland, Ohio _____ For Photo Finishers.

WRINGERS (See Also Squeegees, Power)

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

Simplex Specialty Co., Inc., 116-18 W. 14th St., New York City _____ Simplex Power.

X

X-RAY DEVELOPERS

Agfa Anasco, Binghamton, N. Y. _____ Agfa Rapid X-Ray.

Defender Photo Supply Co., Inc., Rochester, N. Y. _____ Defender 60-D (for X-Ray Paper).

Eastman Kodak Co., Rochester, N. Y. _____ Kodak Powders; Eastman Powders; Eastman Concentrated.

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

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

X-RAY DEVELOPING OUTFITS

David C. Brown Co., 17532 Wisconsin Ave., Detroit, Mich. _____ Photo Flex on Lead Tanks.

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

Sterling Photo Manufacturing Co., Beaver Falls, Pa. _____ Sterling Quality Porcelain Enamel Tanks.

X-RAY FIXERS

Agfa Anasco, Binghamton, N. Y. _____ Agfa X-Ray Fixer with Hardener.

Defender Photo Supply Co., Inc., Rochester, N. Y. _____ Defender I-F (for X-Ray Paper).

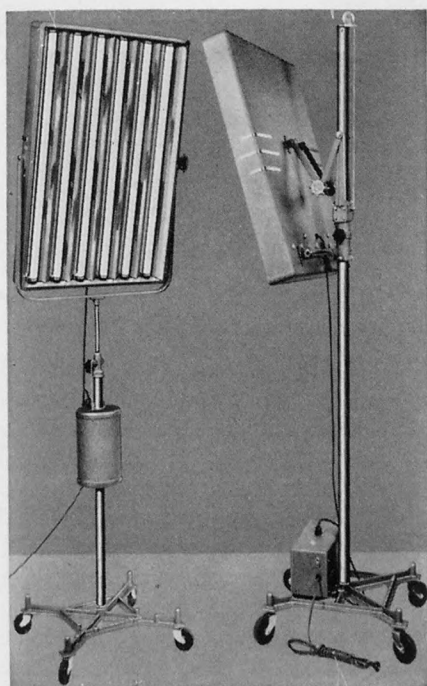
Eastman Kodak Co., Rochester, N. Y. _____ Eastman Fixing Powders; Eastman Concentrated

Fixing Solutions.

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

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

Everything You Could Possibly Want



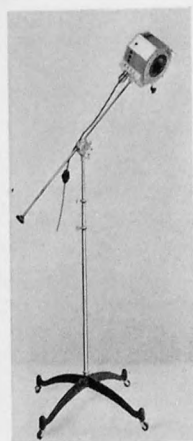
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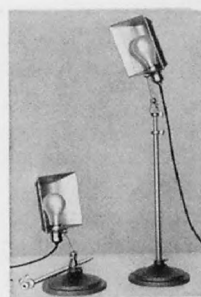
Ask your dealer, or write us for catalogue and literature describing the entire line of Perkins "Hi-Power" Lighting Equipment.



Perkins Sunspot



**See our exhibit—No. 31 and 32
at the National Convention**



"Hi-Power" Backlite

THE PHOTOGENIC MACHINE CO.
YOUNGSTOWN, OHIO

When a Photographer Buys

(Continued from page 122)

tailed inventory of the stock, supplies, fixtures and equipment being sold, a transfer of the seller's "equity" in the installment goods and contracts and a transfer of the good will of the business. Where desired, the seller should also convey to the buyer the right to use the name under which the business is operated. The use of the name by which the business is known is, in a sense, part of the good will value.

Where the business is operated in a rented building, the seller should assign his leasehold rights to the buyer, and the consent of the landlord should also be obtained in writing. Some leases provide that the tenant cannot assign or otherwise transfer his interest in the lease without the written consent of the landlord.

If the new man is getting the old photographer's accounts receivable as part of the deal, the retiring photographer should execute a written assignment of the accounts to the new man and in addition should sign a notice to each debtor advising that the business has changed hands and that the new owner is now the proper person to whom the debtor should pay his account.

If the business is operated under a fictitious or trade name like "Westside Studio" and is located in a State requiring such names to be registered, the registration by the former owner should be withdrawn and a new registration filed by the new owner.

The sale of the good will of the business implies, equitably, that the former owner will not set up in competition with his successor. To remove all doubt about this, however, the new photographer, as part of the deal, should obtain a written agreement from his predecessor to the effect that the latter will not engage in photography in competition with the new owner on his own account, as an employee or in any other capacity, within a stipulated time or within a specified radius of his former place of business. The time might be for a certain number of years and the radius for a stated number of miles. These limitations as to time and place must be such as are reasonably appropriate to protect the new owner from such competition.

Where the business is incorporated, instead of buying goods, fixtures, supplies and good will, the new owner may buy a majority of the shares of stock in the corporation and thus gain control of the corporation itself. In such a deal, ordinarily, no notice to creditors and others is needed, for the legal rights and liabilities of the corporation simply continue as before. The only difference is that the new man now owns the corporation through stock control.

The Miniature Camera

(Continued from page 91)

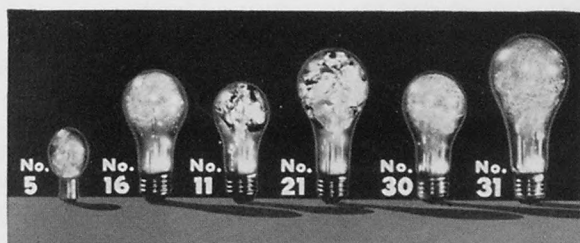
ly driving into the uncovered possibilities in lightings, angles, atmosphere, and customer likes and dislikes. No mature thinker looks at the elaborately precise miniature camera as a "candid camera" any more. That is an obsolete tabloid of the happy-go-lucky herd mind. One big reason why too many photographers hate these pocket machine-shops is that they threaten the operator with the expenditure of mental effort. To undisciplined minds anything that demands thoroughness and exact obedience to instructions is poison. They want to go on wiping the glass plates of their 5x7 enlarger's film holder with their hands and coat sleeves, and the 5x7 negative the same way, and then sit around spotting a stack of prints.

Whether we have to help defend our nation against an actual armed invasion by an enemy whose only creed is discipline, or the trend of events allow us to turn our minds back toward peaceful pursuits again, we shall go through a period of years when we must discipline ourselves and deny ourselves many luxuries which we erroneously consider necessities today.

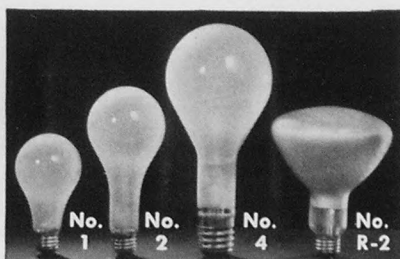
If you use "man-size" negatives, you can begin by making negatives the way you would have to make them if you worked for Valentino Sarra. If your exposure or development were over or under, the printer would send your film back to you with the best regards of the boss. Extra hours spent in dodging-in prints from burnt-up negatives are not going to help you to meet the federal taxes. Snap yourself into *knowing* the chemical status and correct

FOR BETTER PICTURES

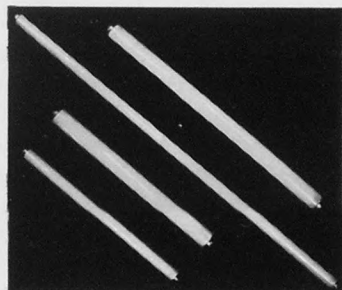
try these handy G-E tools—new and old



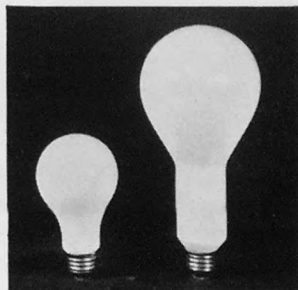
New G-E MAZDA Photoflash Lamps. Newest is the Mighty Midget... G-E No. 5. No bigger than a golf ball. Sensational convenience. Outperforms larger bulbs, when used in new "directed flash" reflector. For high-speed action, with focal-plane, use G-E No. 31 or 30. For general use, G-E Synchro-Press No. 16, 21 or 11. For color, with regular Kodachrome, "blue" G-E No. 21-B. New low prices.



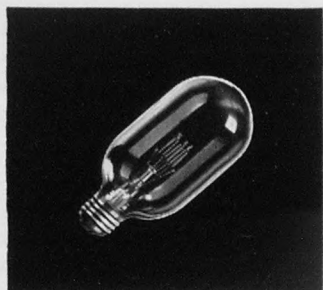
New G-E MAZDA Photoflood lamps. High-efficiency light that works with modern film. Also with daylight bulbs, for regular Kodachrome. (For "Type B," the 3200° K lamps) New style No. R-2 combines reflector with No. 2; handy as an extra light.



New G-E Fluorescent MAZDA lamps. Give a soft broad open light like that outdoors. Easy to look at. Cooler. Especially good for portrait work. Requires special equipment.



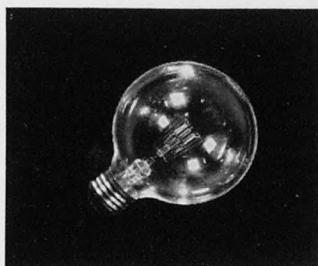
G-E MAZDA Photo enlarger lamps. New special diffusing bulbs assure smooth distribution of light. Fit most leading enlargers. 6 different intensities but only 2 bulb sizes.



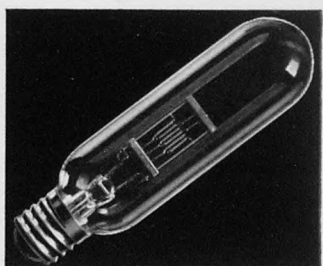
500-watt T-20. In clear glass. Often used in spotlights, because of its concentrated filament. Also available in inside-frosted photo blue.



1000 and 1500-watt PS-52. For general studio lighting. In clear glass and inside frosted photo blue. In the same bulb size, *Movieflood*, a photoflood-type lamp (15-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 and permits crisper shadows.

For more details ask for a copy of "Modern Photographic Light Sources." Write Dep't. 166-Pro, General Electric Co., Nela Park, Cleveland, Ohio.

GENERAL  ELECTRIC

temperature of your developer. During the summer use a bath of fresh chrome-alum between development and fixing so that the emulsions will not soften and be sloppy and easily streaked by the sponge after washing. Find the developer, developing time and temperature, and exposure that are part of the directions supplied by the manufacturer of your film. Then having standardized your processing as it should be, make yourself find some way of getting accurate exposures. Remove the film of moisture and dust from the surface of your enlarger lenses as well as from your camera lenses. A clear print can not be projected through a hazy lens. Demand that film carrier plates be cleaned, with Bon Ami if necessary, and not wiped with greasy hands or even touched with fingers.

And how much of your retouching is necessary, and how much is avoidable? When I see a portrait photographer sitting under the hood of the retouching-stand far too long for one set of negatives, and find that he is occupied with getting rid of the man's whiskers, I wonder how much more retouching might be cut out by the use of a little make-up. In this case the man was shaved, but black beard showed though the skin. It needs only the deft application of a little powder of the right kind to hide it. Big-camera people have never been put through the mill of precision workmanship that the miniature operator has. With large cameras they neglect the fine points because they can get by with so much. With the miniature you can not "get by" with anything short of perfection. Every glass and negative surface must be sparkling clean, and one finger-mark or a single shred of dust is just one too much. This kind of workmanship, however, is not painful at all, because it either becomes a habit or your pictures become too poor to continue. It is a habit that will come in handy to any portraitist.

Never get the idea that just because you can not make saleable portraits with a miniature no one else can make them. I have done processing for amateur and semi-professional 35mm miniature owners. I have seen how fast they improved, how they made some bang-up portraits in their own homes even if I did make their prints for them, and how they have dis-

appeared as customers when they got their own developing and enlarging equipment. These are a few of the angles that Hillary Bailey overlooked in his article entitled "A Threat (?) to Portraiture." With all the respect that is due to him personally, I must question just where the reader is left after coming through this labyrinth of emotionally toned words. The time has come when we must be objective and logical, and leave our feelings out of our discussions. The miniature camera has no monopoly on "the cruel recording of the subject matter." A photographer who can not see a good picture through a miniature finder is not in the habit of seeing good pictures. Mr. Bailey feels that the minnies are "excellent instruments for picturing nature in the raw, but nature in the raw is seldom beautiful; and certainly faces never are." From this must we infer that his negatives have always had to be made over before printing?

In many homes where I have photographed children, I have also taken the mother and sold the resulting portraits. But I knew that I had to light and pose the mother in terms of my final print. I found that I could see a final portrait under my lights, and since retouching was a retreat not open to me I had to see it there or not at all. I proved to my own satisfaction that it can be done, and that if I would get busy and learn to handle make-up I could get portraits of the parents in a lot more homes. Of all the children's portraits that I sold, I never had to alter anything in the print from what it was in the negative. Mr. Bailey says, "The miniature is the answer to the photographic opportunist's prayer . . . a satisfaction to his soul, if he has one." The miniature user has enough soul to take pictures outside the four walls of his studio. How many of the settled and staid portrait photographers' souls ever soar pictorially that far?

He makes a point of the "cruel super-realism" of the miniature. When I started home portraiture with a minicam and a non-photographic art school idea of what portraits should look like, my customers would take from desk drawers or cupboards the studio portraits of the members of the family I was to take. Every thread in the clothes and every eyelash was as realistic as though the subject were there in



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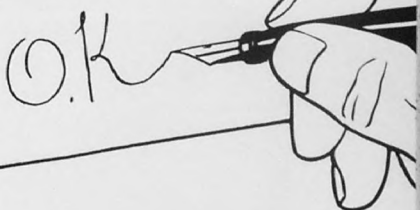
For profitable photo finishing, Halo is first choice of commercial photo finishers. Its exceptionally fine prints please customers, help build volume . . . yet reduce waste and production costs to a minimum. For, Halo combines highest quality with exclusive processing advantages that give greater ease in manipulation, practically eliminate guesswork.

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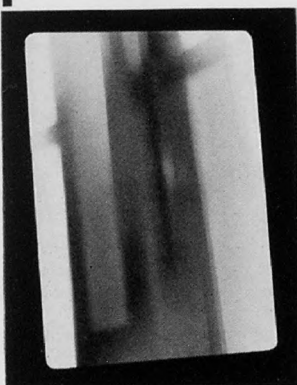
BUSINESS LETTERHEAD

Pictured is the P-24 Model with new all-steel drop-leaf table.



ARKAY Photo-Dry Print Dryers

"FINEST values in Print Drying Equipment" will be your verdict when you see ARKAY Photo-Dry Print Dryers at the show. Quick and easy drying of either dull or glossy finished prints of any weight is assured. There are 6 models, 2 styles. DeLuxe models have sensitive, silver-contacted thermostats for temperature control. All models are highly efficient. Prices start at \$6.95 (\$7.50 west of Rockies). Write for illustrated literature NOW.



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ARKAY LABORATORIES Inc.

1578 S. First St. Milwaukee, Wisconsin

person. When my pictures were delivered, they were not put away in drawers, because, as the customers said, they portrayed the subjects as their friends and family were used to seeing them right in their own familiar home environment. The big camera studio prints had everything . . . except the expression. In some cases the expression was missed so badly that I was fooled as to the identity of the sitter.

We were planning to go back and review some of the uses we have recommended for a miniature in a portrait studio, but we shall have to leave that to the next article. Let's close with the question, "Are you one of those who always has to ask someone for a pencil when you get a phone order or an idea?" If so, you bear the distinguishing mark of an undisciplined mind. Ideas are the lifeblood of your business, and you might get one some day when nobody is around. What your ever-present pencil and pad can do in writing, your miniature camera can do in pictures. Carry the latter and force yourself to make it your research laboratory outside the studio. Carry the former always, and make yourself use it.

The Biggest Week

(Continued from page 120)

one more flight to the Third Floor where the N.P.D.A. Convention, the P. A. of A. Clinics and other remaining features will be found.

For the convenience of all, the programs of both The P. A. of A. and The N. P. D. A. have been broken down day by day and merged into the detailed program. The bold-type large headings indicate plainly which features are for one Association or the other, or which are open to both dealers and photographers. The detailed program lists every talk, demonstration or feature of both conventions chronologically by days and hours and states plainly in exactly what room and on what floor of the Stevens the particular event takes place. Our suggestion is that you take a half-hour to study the detailed program and check the events which most interest you, making sure that none of them conflict. Then take another half-hour to familiarize yourself with the Hotel so you will know where each room is. Large signs at the entrance to each room being used by either or both conventions

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OPTICAL GLASS COLOR FILTERS IN
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CLOSE-UP LENSES

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LIGHT-WEIGHT COMBINATION LENS
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BROMOIL MATERIALS

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Famous Visual Exposure Meter
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• *Outdoor Portraiture*, by William Mortensen. 7x9¾, 142 pages, profusely illustrated. Cloth, \$2.75 postpaid. Publisher: Camera Craft Publishing Co.

Mr. Mortensen is one of the most prolific writers on photographic portraiture at work today and his books are uniformly high in quality despite the fact that they must be written in what time he can steal from his school at Laguna Beach, Calif. This, like his other works, is extremely readable and practical, a book which will benefit any professional who wants to improve his outdoor results. And his publishers, as always, have done their part with an excellent binding and format, plus a comfortably legible type.

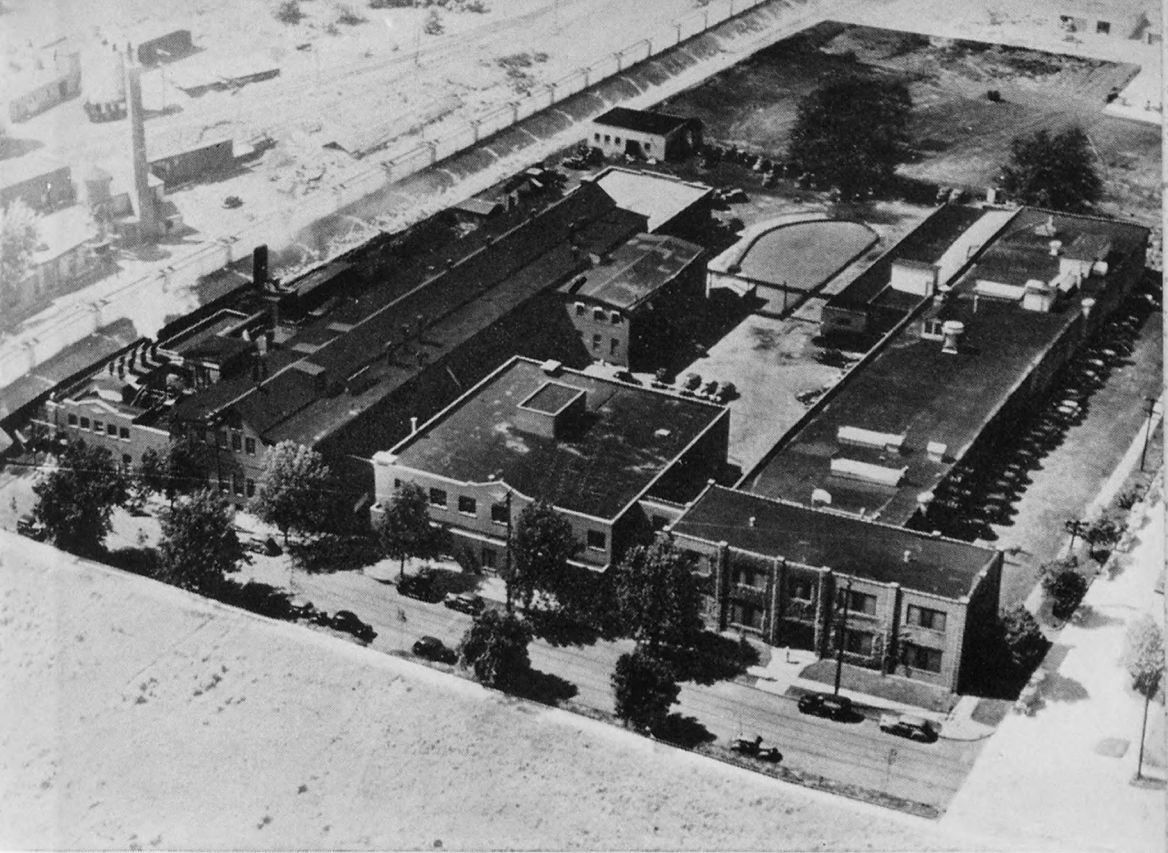
state plainly the name of the room and the various functions taking place therein.

The Help and Studio Exchange

Originated at the Chicago convention of two years ago, this has become a very important convention feature. At this counter, located in the basement near the Registration Desk, will be stationed a clerk who will be glad to note on a card the information you wish to file with her and who will then do everything possible to place you in contact with someone who can fill your requirements. Employers looking for capable help and employees looking for positions should file their wishes with her as early in the week as possible. Those who have equipment to sell or trade should do likewise, while photographers who are in the market should make a point of consulting her from time to time to see if what they want has been listed with her. Those who have studios to sell or who are looking for new locations will also find her at their service. There is no charge for this service and it is not even necessary to register.

The Ladies' Reception Committee and Ladies' Lounge

This Committee of ladies from Chicago and its suburbs has voluntarily taken over the task of making strangers feel at home. The chairmen are Mrs. George F. Grignon, wife of the Immediate Past President of The P. A. of A.,



The application of recent scientific discoveries and achievements to the manufacture of photographic materials has brought results which photographers of even a decade ago would have considered unbelievable. In such application Defender has endeavored to contribute its part, and has been the pioneer in a notable number of photographic successes.

To preserve, through the merit of its products, the confidence of the photographers of America, which it has gratefully enjoyed through forty-four years, will continue to be the aim of Defender.

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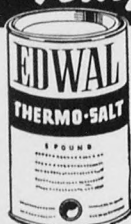
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DEVELOP at Any Temperature



with **EDWAL THERMO SALT**

It prevents emulsion softening up to 90° F. and keeps grain finer. Edwal Thermo Salt can be used with any film developer, fine grain or otherwise.

AND FOR PRINTS—Thermo Salt keeps the shadows from blocking up, prevents yellow stains caused by high temperatures and greatly improves the general print quality. Each can has self-measuring scoop to eliminate weighing. 1 lb. (for 18 pints of developer) 45c. Get some today and stop worrying about developing temperatures!

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and Mrs. Charles Bass, wife of the President of The N. P. D. A. The members of this Committee will wear badges with red ribbons. They will be in charge of the Ladies' Lounge in Room 430-A on the Fourth Floor and will act as hostesses at the various evening entertainments. As all are Chicago residents, do not hesitate to ask them if you want information about the city, where to go, what to see and how to reach it. Various events for the



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A SOLAR will give you Salon quality in all your enlargements . . . it will bring out the full pictorial quality of every negative. Its perfected light and optical system along with its wide flexibility in adjustments make Solar the choice of the man who knows enlargers. Models are available to cover negative sizes from 35mm. to 5x7 inches, with or without condensers. Prices from \$39.50 to \$112.50.

ENLARGING TREATISE CP840 FREE.



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ladies will be planned from day to day. Because there is no way of estimating in advance how many ladies will attend, past years have shown it to be quite impracticable to make arrangements for trips or theater parties in advance. But make the Ladies' Lounge your headquarters as it is operated for your convenience.

The Picture Exhibit

In the Boulevard Room Upper Level, on the Second Floor, the annual Picture Exhibit

MOVIE SCREENS	SLIDE CASES	PROJECTOR CASES	TILT TOPS
SALON PRINT CASES	FILM REEL CASES	2X2" SLIDE CASES	
3 1-4X4 SLIDE CASES	WATER FILTERS	ENLARGING MASKS	

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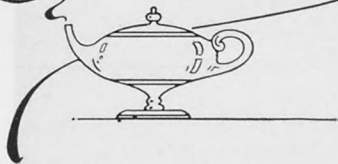
Prolongs Hypo 30%
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This One
Aukerman Unit
Recovered \$15.49
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ALADDIN LAMPS OF 1941

by Beattie



Magic that works a modern sorcery is yours with these great new lamps "by Beattie." Here is versatility . . . snappy brilliance transformed at finger touch to a soft flattery . . . control that erases lines and wrinkles, subordinates secondary details, places interest exactly where it belongs.

They are magically cool . . . glareless . . . fast. But far beyond these features common to all fluorescents, Beattie main source lamps provide *controlled power* which enhances your ability; broadens the variety and quality of your work—you sell more negatives and prints.

Constructed to highest standards, these brilliant performers are equipped with G. E. Reactances and tubes, separable starters and imperishable Alcite reflectors. *Beattie Lighting Controls* enable you to put this quality equipment to most efficient use. Because *they do what you want them to do*, Beattie Lites end the "pointless experiment" that wastes time and energy.



MODEL FDL

MODEL FPH

TRULY THE LAMPS OF THE FUTURE

Ready Today Scientifically counterbalanced to keep the center of gravity constant, these Beattie Lites are stable at any height. Yoke-mounted, the lampheads tilt to any angle and rotate freely. Backed by the skill acquired in more than 20 years of equipment design, these "Aladdin Lamps of 1941" are praised by delighted owners as the "finest ever built by Beattie".

GREATER DOLLAR VALUE

Model FDL, with eight 24-inch tubes, has plenty of speed and covering power for the average portrait studio; Model FPH, with eight 36-inch tubes, provides power for huge groups and fashions at small aperture. Complete with tubes, the Lites are term-priced at only \$135.00 and \$175.00, respectively. (Five-tube fluorescents as low as \$45.00).

For greater profits this season, you need a Beattie. Air mail today for details and easy payment plan.

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American-
Made
Since
1899

GOERZ DAGOR

DOUBLE ANASTIGMAT f:6.8

The standard by which a vast number of satisfied lens users prefer to judge lens performance, the DAGOR combines in one lens—

1. A perfectly corrected Rapid Anastigmat.
2. A wide-angle lens at smaller stops.
3. A long-focus lens when single element is used.

It truthfully records pictures with fascinating accuracy and brilliance, in clear and undistorted detail to the very corners of the film.

10 FOCAL LENGTHS TO CHOOSE FROM

GOERZ SUPER-DAGOR f:8

A Wide-Angle Lens having a comparatively high f value for easy focusing and producing a crisp rectangular image of 100 degrees maximum field at the smallest iris diaphragm aperture.

3 FOCAL LENGTHS: 4¾"—6"—6½"

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THE IDEAL HIGH-SPEED LENS for news and sport pictures, portraits and general photography under adverse light conditions—

THIS LENS OFFERS THE ADDITIONAL ADVANTAGE of being convertible—the front and rear components are available for medium and long distance pictures at the smaller stops—

THE FAVORITE of users of modern one-exposure 3-color cameras—produces images of sparkling brilliance—

10 FOCAL LENGTHS TO CHOOSE FROM

GOTAR ANASTIGMAT

f:6.8, f:8, f:10

Unsurpassed for Commercial Work! Sharp definition in copying and enlarging—reproduction of finest detail in any flat-surface design—and freedom from distortion makes it the ideal lens for intricate commercial subjects requiring intense clarity of definition. Uniquely suitable for photography of furniture, autos, machinery, etc.

FOCAL LENGTHS: 8¾" TO 24 INCHES

ARTAR APOCHROMAT

f:9 to f:16

The ideal lens for color separation negatives. Color-corrected to produce images of the same size, to correctly superimpose in the finishing process.

FOCAL LENGTHS: 12 TO 70 INCHES

New sizes 4" and 6" for color separation blowups from 35 mm Kodachrome.

GOERZ PRISMS

Of the Highest Accuracy—For reversed negatives to save stripping the film, and reduction work.

See your dealer or address Dept. PP-8.

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BRINGS OUT ALL THE LENS PUTS IN

Used by Professional and Commercial Photographers for 40 years. Processes films or paper in 2 minutes. Absolutely automatic. Free from time, temperature and agitation worries. Compensates for errors in exposure. Develops more films per dollar than any other system. One quart size postpaid anywhere in U. S. for \$1.50.

Literature for the asking.

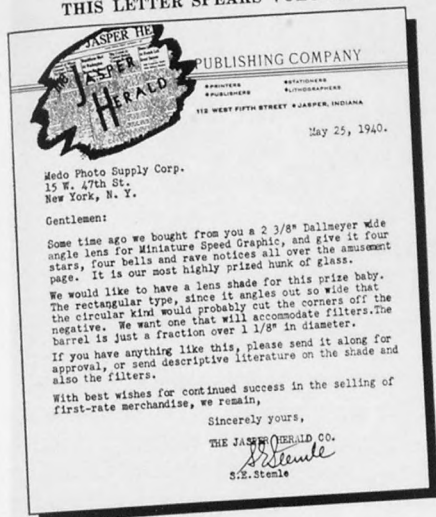
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2123 East 9th Street CLEVELAND, OHIO

of The P. A. of A. will be displayed on 360 panels, all specially constructed at heavy expense to The Association's order for the purpose of showing to best advantage the 2,000 photographs selected by the Portrait Jury and the Commercial Jury as being worthy of hanging. There you will also find the Complimentary Exhibits which are required under the By-Laws of The Association from all the officers, judges, speakers and demonstrators. As members of The Association know, the final task of the two Juries is to select the finest prints in both classifications for the Loan Collections of The Association. Those pictures will also be found in that room, each panel bearing a card indicating whether the prints thereon are part of the General Exhibit or specially selected for the Loan Collections; in the case of Complimentary Exhibits the card will state the name of the photographer and the office or program feature by reason of which an exhibit is required from him. Spend all the time you can in the Picture Exhibit.

The Photographic Manufacturers & Distributors Bureau, Inc.

This organization of manufacturers and distributors will hold two functions, both of which are listed in the detailed program. We are asked to emphasize that both are open to all manufacturers and distributors whether or not they are members of this Bureau and that all are invited to attend. Both affairs will take place on Tuesday; at 12:30 P.M. there will be a Beefsteak Luncheon in the Lower Tower Ball Room (take the elevators for this), and at 8:00 P.M. there will be a business meeting in the North Assembly Room, Third Floor.

THIS LETTER SPEAKS VOLUMES!



DALLMEYER Lenses and Telephotos are precision-made of finest optical glass to meet the most exacting requirements.

AT YOUR DEALERS

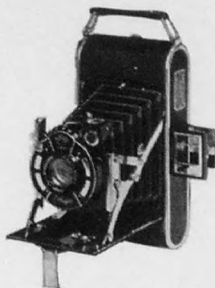
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Professionals Like

This 2-Size

Ihagee Auto Ultrix Roll Film Camera



Takes 8 pictures $2\frac{1}{4} \times 3\frac{1}{4}$ in.—or 16 pictures $1\frac{1}{8} \times 2\frac{1}{4}$ in.

Here is a better type roll film camera that offers many advantages usually only found in cameras selling for much more. This exceptionally inexpensive camera is a rigid, compact, lightweight job, and is easy and economical to operate.

The fast f4.5 Ihagee Anastigmat lens is highly corrected, taking clear sharp photographs.

With f4.5 Ihagee Anast. lens in Zenith Shutter with speeds of 1/25, 1/50 and 1/100th sec. \$18.50

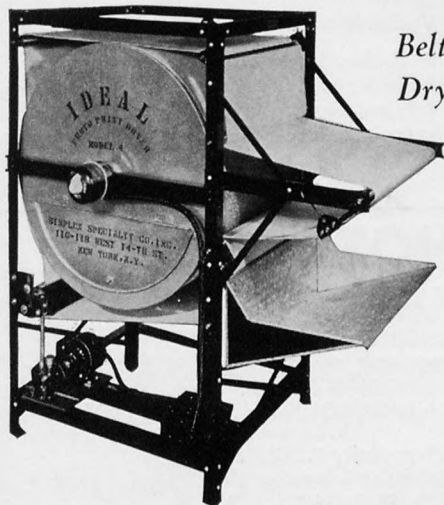
With f4.5 Ihagee Anast. lens in Self-Timing Compur Shutter with speeds up to 1/250th sec. \$35.00

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New Improved IDEAL PRINT DRYER

The New Improved Simplex Dryers Have 5 Distinct Points—

Belt Alignment, Positive Traction, Drying Ability, Safety Features, Additional Features.



All machines are set up, ready to install and will go through any door 31" wide by removing arms.



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138**

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100 WATTS TO 300 WATTS**

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... for less than \$60.00 invested*

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Presents 5 NEW ITEMS of distinctive photographic merit at the National Photographic Dealers Association Convention, in addition to the BRITELITE line of Screens, Spotlights, Reflectors, Paper Safes, etc. Be sure to see our BOOTH 52-53.

Motion Picture Screen & Accessories Co., Inc.

351 WEST 52 STREET NEW YORK CITY, N. Y.

Just for the record we might point out that this organization has no connection with the National Photographic Exhibitors' Convention Bureau. As that has for many years been familiarly known as the "Manufacturers' Bureau," some confusion may arise because of the similarity of the two names. No meetings of the N. P. E. C. B. have been scheduled at this writing; if one is called in Chicago the members will be individually notified.

**Latest Offerings
of the Manufacturers
and Dealers**

Where addresses are not given, a postcard request will bring them to you promptly

• Radiant Lamp Corp. Two new Biplane type lamps for projectors regularly using such bulbs in 750- and 1000-watt sizes; both designed to burn 10 hours with little difference between current loads and operating temperatures of these and corresponding 25-hour lamps. New 750-watt, at \$4.10, gives

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Above PHOTO-MATIC Portrait 2/3 actual size. Produced complete with metal frame in 40 seconds.

PHOTOMATIC PROFITS ARE RIGHTFULLY YOURS

WHY SHOULD AN OUTSIDER GET THEM?

The good old days are gone when you could sit back in your studio and wait for portrait customers. Stiff outside competition—from itinerants, coupon studios, assorted free offers and what-not—has forced most photographers to branch out into sidelines... commercial work, photo finishing, supply selling.

Why, then, shouldn't you carefully consider one of the most consistently profitable photographic sidelines of all—PHOTOMATIC, the remarkable coin-operated machine that automatically takes, frames and delivers a fine little personal portrait in 40 seconds!

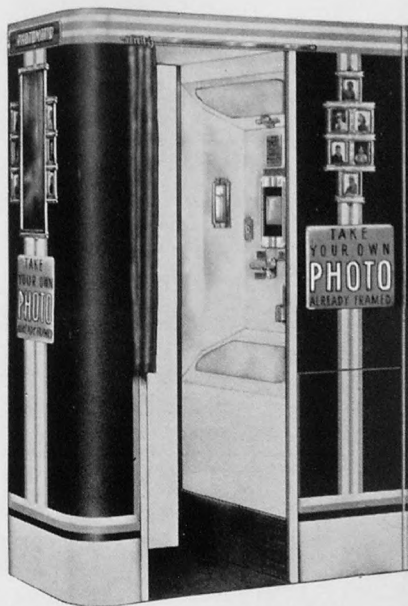
PHOTOMATIC has an outstanding record of moneymaking operation all over the world. The novelty and convenience of automatic photographs are a constant attraction—the excellence of the finished portrait makes everyone, everywhere, a steady PHOTOMATIC fan.

Locations for these machines are plentiful. Amusement parks, hotel lobbies, transportation terminals, busy stores, arcades... wherever people gather, the PHOTOMATIC gathers big, steady profits.

Can't you immediately picture some local spots where a PHOTOMATIC would draw the crowds—with each picture putting a handsome little profit in your pocket, *entirely without your presence?*

In no way does PHOTOMATIC harm your studio business—unless the machine belongs to someone else!

REAP THE AUTOMATIC PROFIT HARVEST THAT BELONGS TO YOU. Write or wire us *today* for complete details of one of the soundest, fastest-return investments in America.



PHOTOMATIC—completely automatic coin operated Photographing machine. Occupies approximately same floor space as a telephone booth.

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BOOTHS 29 and 30

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PROJECTOR STANDS

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Handsome Sample Book sent on approval, suggests styles, subjects, and greetings.

Retail price from \$12.00 per 100, \$20.00 per 200, etc., 40% dealer's discount. Write for our sample book furnished free of charge.

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light output nearly equal former 1000-watt; new 1000-watt, at \$6.00, is proportionately more powerful. In medium prefocus or medium screw base, T-12 bulb, with Black-Top coating to eliminate stray upward light.

- **Intercontinental Marketing Corp.** New camera adapter for fastening Lutrix exposure meter to any camera having attachment bracket; on back of meter are two screws which snap into adapter which holds meter, in or out of case, securely in position leaving both hands free for operating camera. Suitable bracket can be attached to almost any camera not already so fitted. Meter is held automatically in correct position.

- **Wabash Photolamp Corp.** Announcing new mid-get Superflash bulb (Press 25) with 40% more light output—25,000 lumens—and 10-bulb Pocket Pack to fit the pocket and make carrying lamps safe and practical. Bulb has usual Wabash long-peak characteristics, bayonet base to fit modern concentrating reflectors, double jackets of lens-clear safety coatings, patented blue Safety Spot, scientifically designed shape. Only 2" in height; lists at 15c.

- **Webster Bros. Laboratory.** Howard Webster's latest is Webster Photocolor Remover, to remove color safely from prints, reducing strengths of colors that have been applied too heavily, even up colors, and for removing negative red and local filter colors

"SYNCHRO-FLASH"

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THE PROFESSIONAL SNAPSHOT
For Better ACTION PORTRAITS For Better COMMERCIAL WORK
CATCHES FLEETING EXPRESSION

SYNCHRONIZING SWITCH for photoflood, photoflash, and mazda lamps.

LESS HEAT on subject.

SAVES 90% illumination cost (by prolonged life of photoflood lamps and saving in electrical energy).

Eliminates FILM WASTE by standard exposure.

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INSTANT CONTROL, full power of photofloods used only during actual exposure, automatically on LOW.

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**New Improved Packard
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Fully timed negatives with
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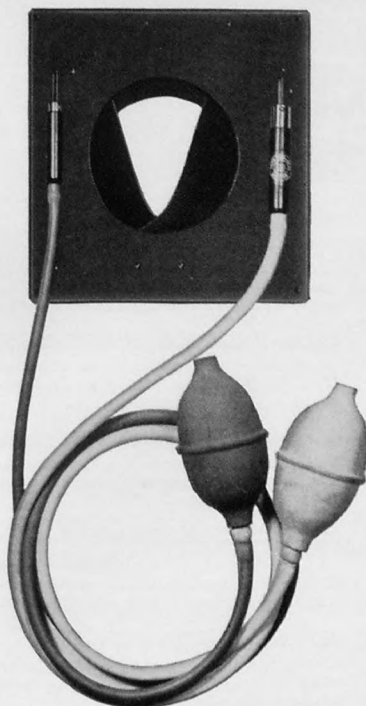
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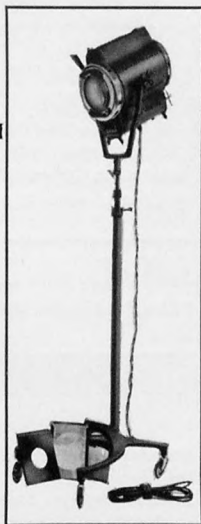
Michigan Photo Shutter Co.

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Dependability through years of use! Photography's most complete line: a filter for every camera, for every use, still and cine.

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Uniformity and safety, with economy! Two drying surfaces allow doubled production at lower operating cost.

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Self-adjusting, precision-calibrated. Instantaneous "thumb-turn" dial for exact range measurement.

IMPERIAL EXTINCTION-TYPE

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Simple, accurate, durable, economical. Indoor and outdoor readings at waist level.

IMPERIAL ELECTRIC AGITATOR

Steady, even, sure agitation, with continuous fluid-flow over the film. A vital necessity for color work.

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from film. Intended for use with Webster colors but works also with others. Will not injure most delicate highlights. 75c for 8 oz.; \$1.25 a pint; \$2.15 quart.

• Voorhis Metal Tripods. Two new models. Giant Ball and Socket for commercial and color cameras extends 8'6", lowers to 18"; has center post for sliding leg locks and quick operation; made of anodized aluminum. Head will hold 50# camera any position; leg clamps will hold 200#; has handle and shoulder strap. Junior Regulation Head extends to 5'8", lowers to 10", folds to 27"; has same features but weighs only 7 1/4#.

• Bell & Howell Co. New 16mm turret-head Filmo Auto Master is first multi-lens magazine loading motion picture camera. Has rotating 3-lens turret; automatically positioned view finders, matching objective being automatically seated before view finder as camera lens rotates into position and giving full-size image; new idea in camera strap-handles; new built-in exposure calculator. Many other features. With Taylor-Hobson F/2.7 lens \$195.00.

• Fotoshop, Inc., 18 E. 42nd St., New York City. 1940 Fotoshop Almanac Catalogue, 8 1/2 x 11, 172 pages and cover, hundreds of illustrations. One of America's largest photographic catalogues with unusual feature of number of articles on important photographic topics. Large page size permits unusually

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Here's plenty of light with a real punch for fully 80% of all your flash pictures! Small, handy and now *more economical* than ever, "Mighty Midget" #5 is capable of taking nearly any kind of picture you want. Try some today—you'll be amazed!

P. S. All you need is a small socket adaptor to use #5's with old style reflectors. Effective up to 25 feet. Small parabolic reflectors are available for long distances up to 150 feet.



Use with front shutters only, not focal plane. #5 is provided with quick-break filament, requiring minimum current. Safety-jacketed bulb. Peak of illumination occurs 20 milli-seconds after current applied, facilitating easy synchronization of peak flash with shutter opening.

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CONVENIENCE, ECONOMY

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Length overall . . .	2 1/2"n
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*Flash on 2 or more dry cells

Westinghouse
Synchro-Press #5
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At *Norman-Willets* you'll find all the world-known brands of cameras, enlargers, chemicals, lenses, films, and hundreds of small, but important sundries—famous for superior quality, needed to create the finest in photography.

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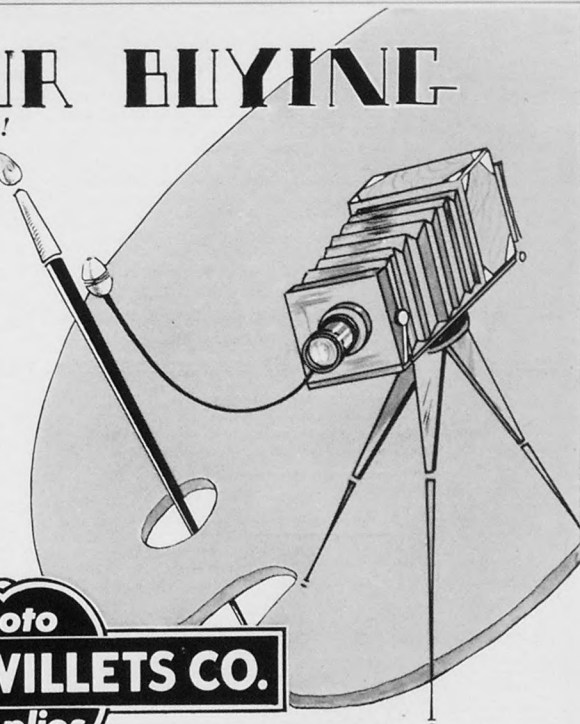
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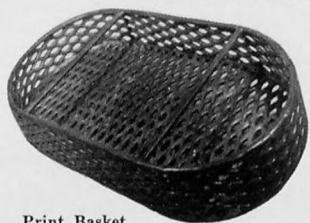
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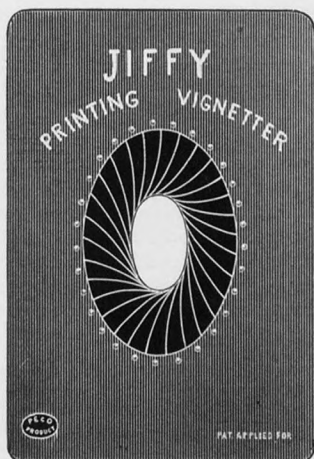


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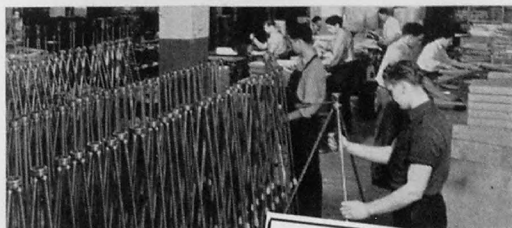
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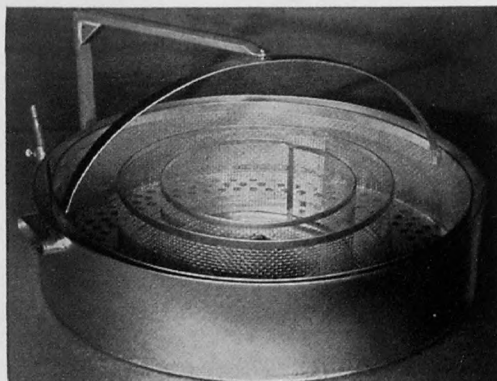
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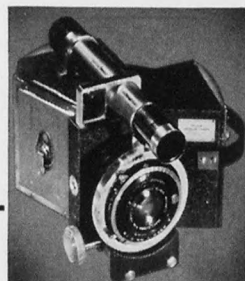
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E. L. Youngblood, photographer for a number of years on Whitehall Street, Atlanta, Ga., died on May 21 in that city at the age of 63. He had not been active in business for some years but his daughter, Mrs. T. D. Hunt, is owner of the H. & W. Studio in Atlanta.

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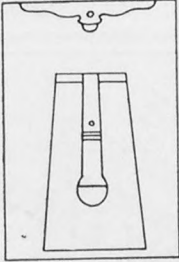
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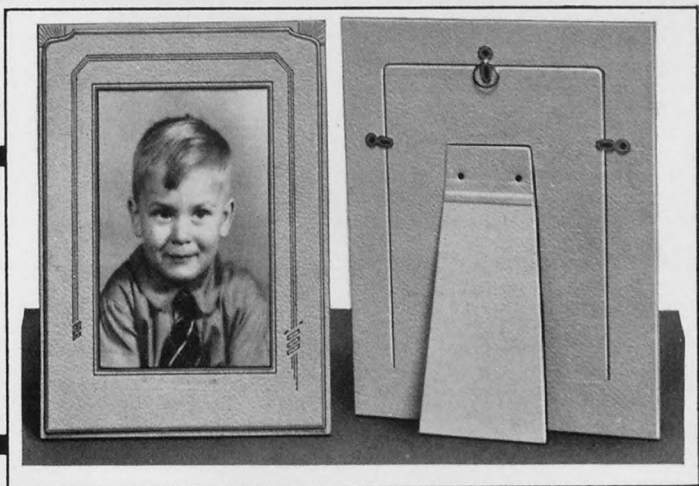
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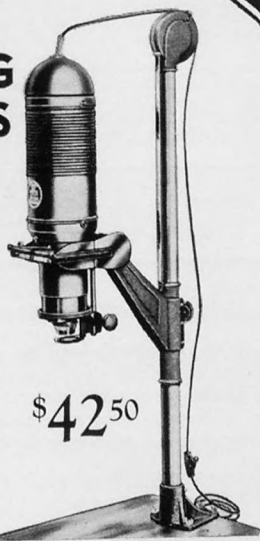
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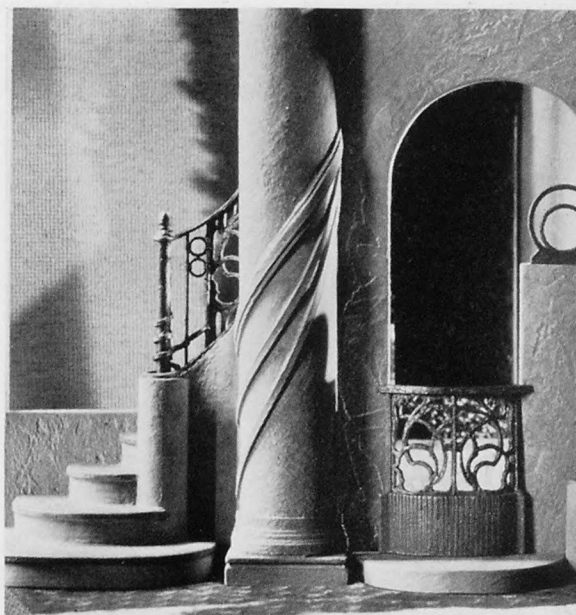
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520 Caxton Building - - - Cleveland, Ohio

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, payable 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 dispute 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.**

EXCEPTIONAL BUY, combination studio and camera shop. See owner at convention. Ask for F. H. at Convention Help and Studio Exchange, Stevens Hotel. 8-5-1

FOR SALE—Ground floor commercial and portrait studio in Pennsylvania town of 125,000. Reasonable offer for quick sale. Rent \$30.00. Write P-1 care this journal. 8-5-1c

REAL OPPORTUNITY—Portrait, commercial, finishing plant, midwest town of 7,000; downstairs, only main street studio. Must have cash; poor health. Write G-6 care this journal. 8-5-1c

COMMERCIAL PHOTO-finishing business for sale. Small plant in Newburgh, New York, established twelve years; has fifty drug store accounts, no retail or counter business. Nice little plant, rent \$13.00 per month. Recent death of owner puts same on market at a sacrifice price of \$500.00 for equipment and business. Write for full details. W. L. Coursen, Daytona Beach, Florida. 8-5-1

CLEAN, MODERN, fully equipped ground floor studio in heart of thriving San Joaquin Valley. Priced less than inventory for quick cash sale. Established 20 years. Must sell to take government position. Victor Studio, Merced, Calif. 8-5-1c

PHOTO SHOP for sale in popular southern California town, doing portraits, photo finishing and commercials. Modern equipment, good prices and low overhead. Paying extra well, but must sell soon for health reasons. Write A-4 care this journal. 8-5-1c

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.

RECEPTIONIST AND promotional saleslady for long, well established studio with good reputation, studio and home portraiture. Just opened new studio; have facilities to support live wire saleslady. Lee Redman, 2912 W. Grand Blvd., Detroit, Mich. 8-5-1

YOUNG MAN of clean character who has had couple years experience in professional and commercial studio, for assistant to owner. Good year around position with moderate wages to start, for right man. Brown's Studio, Algona, Iowa. 8-5-1

EXPERIENCED ALL around man, or printer-retoucher, for permanent position in college town. Excellent place to live. Send references, photograph of self, specimens of work, salary required, with application. Trevor Teele, Ithaca, New York. 8-5-1

WANTED ALL around photographer. Must be good printer and be able to take charge of printing room. Wanted operator. Must be experienced with high class studio portraiture. Dexheimer-Carlson Studio, 912 Odd Fellows Bldg., Indianapolis, Ind. 8-5-1c

WANTED NOW—Dark room man, preferably able to retouch. Permanent position with old established studio in good locality. Salary and bonus. In applying, state age, experience, if married or single, technical ability. Cheyne's Studio, P. O. Box 377, Hampton, Virginia. 8-5-1

WANTED PHOTOGRAPHER thoroughly experienced, skilled in posing and lighting, good opportunity for conscientious and reliable man. Can use man and wife. Apply by letter, state qualifications fully. Piece retouchers and colorists in our area write us. Boles-Dandurand, Tiffin, Ohio. 8-5-1

SITUATION WANTED

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

SITUATION WANTED, single man fifty-seven years old with twenty-five years experience as studio owner wishes position as assistant manager or printer, or any branch of portrait work. Any reasonable salary will be accepted. Anthony Straw, Cottage Grove, R.F.D. #5, New Castle, Pa. 8-5-1c

OPERATOR AND printer wishes position. Experienced, fast, efficient, reliable. Married—excellent personality. Write W-2 care this journal. 8-5-1c

PORTRAIT MAN, thirty-three years old, thoroughly experienced in camera and laboratory work, desires position with first class studio, preferably doing camera work. Specialized experience in child and wedding photography. My samples speak for the quality of my work, and I will be glad to send them or show them at the Convention. Will be registered at the Stevens, Carl Cudberry, 1433 Hayden Ave., Cleveland, Ohio. 8-5-1

EXPERT RETOUCHER, etcher, colorist and all around photo finisher desires connection with high class studio. Best references. Apt. 4, 670 Juniper St., N.E., Atlanta, Georgia. 8-5-1c

YOUNG WOMAN of fine personality, operator, artist, and experienced in business, wants work with studio where owner appreciates that honest skilled workers increase business and reduce waste. Write M-7 care this journal. 8-5-1c



FAST *and* FINE

EASTMAN'S fastest films in their respective classes, Ortho-X and Tri-X Panchromatic, have brilliance, fine texture, and gradation—all of the qualities essential to fine commercial and illustrative photography, plus speed. The illustration above from a Tri-X negative is an example.

EASTMAN KODAK COMPANY, Rochester, N. Y.



Quality That Sells

VITAVA OPAL'S emulsion richness, warmth of tone, and fine gradation of light values, give the enlargement a quality equalled only by the finest contact print. That's why Opal makes larger sales and greater profits. There are fourteen attractive Opal grades to choose from. Eastman Kodak Company, Rochester, N. Y.

VITAVA OPAL PAPER
FOR ENLARGEMENTS OF CONTACT PRINT QUALITY