

The Professional Photographer

17th Annual Directory Issue

and

OFFICIAL PROGRAM

The 1941 Combined Photographic Industry Conventions and Trade Show

54th Annual Convention

The Photographers' Association
of America

8th Annual Convention

The National Photographic
Dealers' Association

August 18 to 22, inclusive

Stevens Hotel, Chicago, Illinois



Fifth Dimension . . .

THERE is a fifth dimension, not discovered by mathematics or science, by which we measure the stature of a man or an institution. It is the understanding which links men to each other—a concern to an industry. It is the diameter of its circle of friends.

That is why we have counted the fifth dimension along with the brick, stone and steel of our plant and we hope to be measured not by square feet of factory space, but rather by the depth of our courtesy and the circumference of our service.

THE GROSS PHOTO SUPPLY CO.
MANUFACTURERS • TOLEDO, OHIO

Canadian Agents: W. E. Booth Company, Limited, Toronto, and Montreal



LOVELINESS, such as this, is never an easy quality to capture on film and paper. It takes skill and experience and careful attention to every detail. That is why Defender Cut Film, Chemicals, Contact and Projection Papers are the first choice of so many Professional Photographers. The laboratory tested uniformity of Defender Products lets the photographer forget the materials with which he works—permits him

to concentrate upon the picture. Your Defender Dealer carries the complete line.

Defender

DEFENDER PHOTO SUPPLY CO., INC., ROCHESTER, NEW YORK

MEMO



PHOTO-CLOTH ...

No paste — no waste — ready-cut to convenient sizes. Photo-cloth backing is not only a source of extra profit, but a means to extra service. Failure to suggest cloth backing, when photos are to be subjected to handling, is poor service to your customers. Assuming your customer will ask for cloth backing if he wants it — is taking too much for granted.

MEMO



BLENTONE BACKGROUNDS ...

You can get along without them, but you won't save money or get better pictures that way. They are practical and inexpensive — for the studio and are easily carried. Write for circular.

The
HOLLISTON
MILLS, INC.
NORWOOD, MASS.

BOSTON NEW YORK
CHICAGO PHILADELPHIA
ST. LOUIS RICHMOND



ACCESSORIES ...

Squeegee Wringer — well constructed but not high priced.

Hand Squeegee — blade of durable, soft live rubber.

Sturdi-Binder — holds from one to thirty hinged Holliston backed prints — impressive and reasonably priced.

Photo Hinges — save time, labor and money.

Ask your dealer about these and other Holliston items.

National Photographic Dealers' Association 8th Annual Convention Program

MONDAY — August 18

(Private Dining Room #4 — 3rd Floor)

12:30 P. M.—Luncheon Meeting of Officers, Regional Vice-Presidents and Chicago Entertainment Committee.

TUESDAY — August 19

(South Ball Room — 3rd Floor)

10:00 A. M.—Introductions by President H. W. Lawrence

10:20 A. M.—Minutes of the 1940 Meeting.

Reports: Recording Secretary
Executive Secretary
Treasurer
Regional Vice-Presidents
Fair Trade Committee
Catalogue Standardization Committee

11:00 A. M.—Open Forum on Topics Important to Dealers, Limited to 10 Minutes Each and Restricted to Dealer Members of the Association.

12:30 P. M.—Luncheon to Members (West Ball Room—3rd Floor)

WEDNESDAY — August 20

(South Ball Room — 3rd Floor)

10:00 A. M.—Announcements
New Business
Resolutions

10:15 A. M.—Open Forum, Similar to That of Tuesday.

11:15 A. M.—Old Business
Unfinished Business

11:30 A. M.—Election of Officers
Installation of Officers

12:00 Noon—Adjournment

6:30 P. M.—Dinner to Association Members (South Ball Room—3rd Floor)

THURSDAY — August 21

(South Ball Room — 3rd Floor)

10:30 A. M.—Joint Meeting of Old and New Officers.

**PAKO
Oversize
Printer**



Two machines

The Pako Oversize Printer—not only makes rapid projection printing *possible*, but also makes such printing really *profitable* for you. Accommodates negatives from Memo to $2\frac{1}{2}'' \times 4\frac{1}{4}''$. Sizes can be changed at the flick of a finger. Only *one* lens — F 3.5 Anastigmat — automatic focusing. Convenient toe-trigger control of motor, lamp, and negative holder leaves hands

free for handling paper and negatives. Paper masks provided for six standard enlargement sizes from $3\frac{1}{4}'' \times 4\frac{1}{2}''$ to $8'' \times 10''$. Paper discharged automatically. Every modern laboratory needs this ingenious printer to meet today's demand for oversize prints. See it at the Convention, or write PAKO today.

BOOTHS 110, 111, 128, 129

PAKO CORPORATION • MINNEAPOLIS, MINNESOTA

The Pakodoper — speeds up print development and slows down costs. One operator and this machine can handle the output of two or three fast printers. Develops more than 1000 prints an hour easily and perfectly. Automatically maintains a steady flow of prints from the printers to the fixing and washing equipment. What has been a messy, wasteful process be-

comes a clean, easy, time-saving operation. Install a PAKODOPER and you'll not only reduce costs, but also improve the quality of your work. Scores of successful laboratory and plant operators will tell you that the PAKODOPER is one of the best equipment investments they ever made. Ask your dealer for complete information, or see this machine at the Convention.

you need now!



PAKODOPER

Following the Photo-Pioneers Came



•
FROM THE
T. F. HEALY
COLLECTION
•

PHOTO-CHEMISTRY

In 1839 Daguerre presented to the French Academy of Science a method of producing "sun pictures." At about the same time, Fox Talbot, whose portrait is shown above, experimented independently with the use of sensitized paper and produced actual prints. Since that time, photography has moved forward rapidly.

For about three-quarters of a century, the Mallinckrodt Line of Photo-Chemicals has grown with the photographic arts and industries. "Chemical Purity" and "Physical Perfection" have been the two up-rights of the Mallinckrodt goal. That these objectives have been achieved is best proved by such chemicals as those listed to the right

Mallinckrodt

Sodium Sulfito Anhydrous Photo—free-flowing, easily soluble, with uniformly high sulfite content.

Sodium Carbonate Photo Monohydrated—stable, uniform water content.

HYPORICE*—highly refined, rice-like Hypo.

Hydroquinone—fine, white, needle crystals, readily soluble.

Pyro—pure white crystals, readily soluble to make sparkling clear solutions.

PICTOL*—a superior developing agent of the metal type.

Take no chances on chemicals of lesser proved reputation—insist upon the old standby MALLINCKRODT.

*Trade Mark Reg. U. S. Pat. Off.

Mallinckrodt Chemical Works

MALLINCKRODT STREET, ST. LOUIS, MO. • 74 GOLD STREET, NEW YORK, N. Y.
CHICAGO • PHILADELPHIA • TORONTO • MONTREAL



Three *New Arrivals* in the **GRAFLEX** Family

See them at the Convention!

YES sir! We're the proud parents of three brand new babies. One will revolutionize existing methods of portraiture. Another will give new dependability, flexibility and convenience to commercial work. The third is a valuable and much-needed accessory that photographers in every field will welcome. At the Convention, August 18 to 22, head for the Graflex Exhibit in Booths 197 and 198. You'll find plenty to interest you.

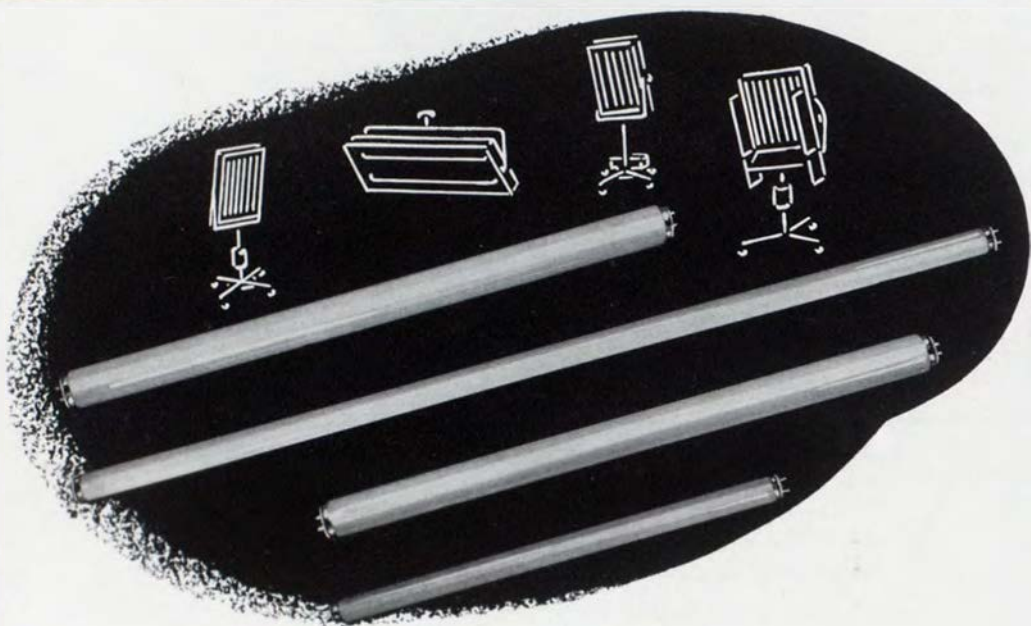
Graflex welcomes the coming of another joint convention of the Photographers' Association of America and the National Photographic Dealers' Association, and the opportunity it brings to renew old acquaintanceships and make new ones. Please accept our cordial invitation to make *our* headquarters *your* headquarters while at the Convention.

And when in New York City, Rochester or Los Angeles, be sure to visit the Graflex Display Rooms where you can see the complete Graflex line and discuss your equipment problems with factory-trained technicians.

FOLMER GRAFLEX CORPORATION, ROCHESTER, N.Y., U.S.A.



For easy-on-the subject, "NATURAL" light
and better portraits . . .



Get G-E Fluorescent!

Plenty of cool light. When you use G-E MAZDA F (fluorescent) lamps in your camera room, you have a wealth of fast light that makes it easier to catch fleeting expressions. And it is cooler light—a fact which subjects appreciate.

Smoothly diffused, it gives you a broad open light like that outdoors. It's the "natural" light which many photographers like for portrait work—with the added advantage that it is flexible.

More comfort for sitters. Cooler and easy to

look at, G-E fluorescent lighting gives you a double advantage in selling customers: they are more comfortable when you're shooting; and you can get more pleasing pictures because subjects relax. Efficient reflector units using G-E MAZDA F lamps and designed for photographic use are now available. Ask your stock house.

Many other uses. Fluorescent lighting with G-E MAZDA F lamps is both attractive and effective in reception and display rooms. Ask your local electric service company.

G-E MAZDA F LAMPS
GENERAL  ELECTRIC

For Informal Portraiture use G-E MAZDA Photoflash lamps

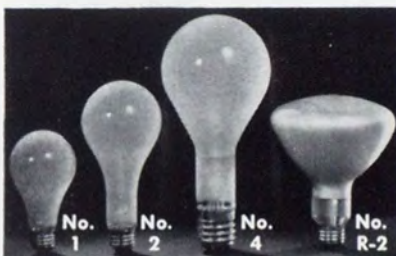


Here's plenty of light for the high shutter speeds that catch the spontaneity and action which customers like. New G-E MAZDA midgets give you walnut-size convenience. For high speed action with focal-plane, use

G-E No. 31 or Midget No. SIX. To use larger stop-openings, try the new SM. For general all-round, use Midget G-E No. 5, No. 11, No. 16 or No. 21. For large groups, G-E No. 50. For daylight Kodachrome, "blue" G-E No. 21B.



Other handy G-E tools for better pictures... in the studio and away from it



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.) No. R2 combines reflector with No. 2; handy as an extra light.



G-E MAZDA photo enlarger lamps. New special diffusing bulbs assure smooth distribution. Six different intensities; two bulb sizes. Tiny No. 111 for special use. Also new 3-lite lamp requires special socket.



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



3200° K lamps. Come in a variety of sizes with the color temperatures especially balanced to type B Kodachrome. Also in size shown, Movieflood; a photoflood-type lamp, 15 hour life.



1000-watt T20. Has a more concentrated filament than lamps in the PS-52 bulb. This helps provide better light concentration, permits crisper shadows.



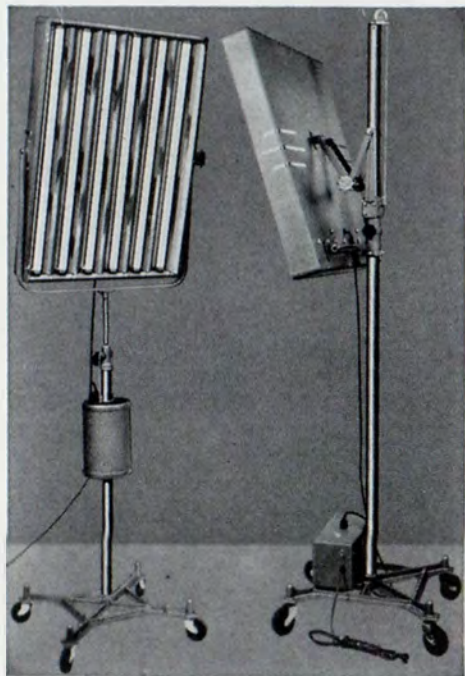
500-watt T20. In clear glass. Often used in spotlights in the studio and away from it, because of its concentrated filament. Also available in inside-frosted photo blue.

There is a G-E MAZDA lamp for every photographic need. Write for new Photo Lamp data sheet, Dept. 166-PR, General Electric Co., Nela Park, Cleveland, Ohio.

G-E MAZDA PHOTO LAMPS

GENERAL ELECTRIC

Everything You Could Possibly Want



Perkins "Hi-Power" Fluorescent Lights provide for economical, Cool and Glareless lighting with exceptional speed of exposure.

The many remarkable features designed to facilitate utmost ease of operation, and the attractive appearance will impress you immediately.

It will pay you to investigate Perkins "Hi-Power" Fluorescent lighting for your studio or home portraiture. It is a profitable investment.



Perkins Sunspot

Do not overlook the advantages offered by the Perkins Sunspot and the "Hi-Power" Back Lite for producing those attractive lighting effects so greatly admired by discriminating customers.

Ask your dealer, or write us for catalogue and literature describing the entire line of Perkins "Hi-Power" Lighting Equipment.

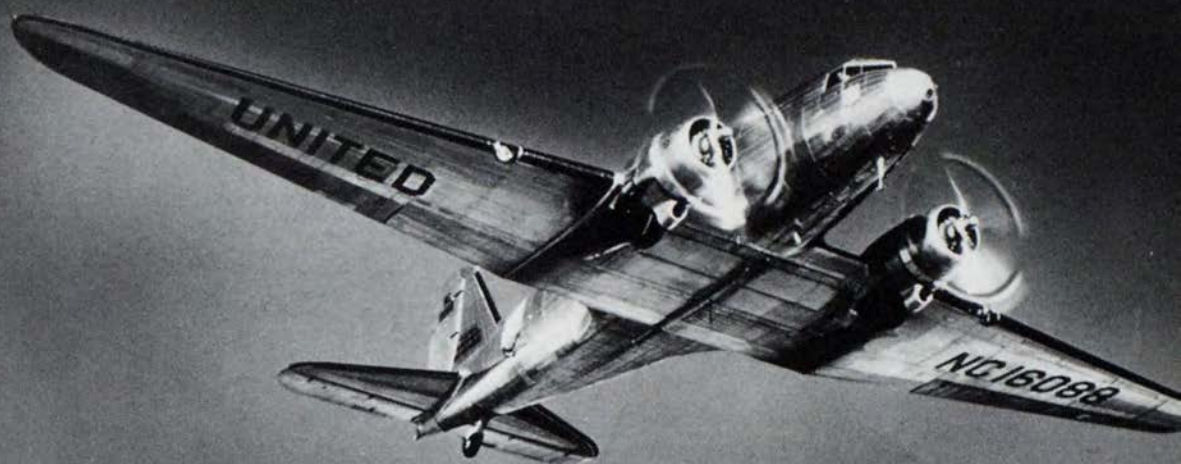
**See our exhibit—No. 213 and 214
at the National Convention**



"Hi-Power" Backlite

THE PHOTOGENIC MACHINE COMPANY

YOUNGSTOWN, OHIO



DESIGNED TO SPECIFICATIONS OF EXPERTS

HALOBROME

HALOID'S IDEAL PROJECTION PAPER

Specifically designed and sensitized to give you greater profit at lower cost, Halobrome offers high quality prints quickly produced at minimum cost.

Halobrome's beautifully balanced emulsion captures minute detail with uncommon brilliance and depth. "Contact" beauty of prints on Halobrome pleases customers... builds business.

Yet, because of exceptional latitude, wide tolerance limits and forced development without fog... simple, economical processing control practically eliminates make-overs.

Halobrome will prove a profit-maker for you.

HALO QUALITY—ECONOMY CONTACT PAPER

Successfully combining photographic excellence with cost-cutting processing advantages, Halo wins wide acceptance from practical photographers.

Enthusiastic reports prove Halo ideal for quality contact prints... speedier, more profitable production... and minimum waste. Among many outstanding features the most important is: regardless of extreme under or over-exposure, the image appears in development in about the same number of seconds.

Reason enough why you should print with Halo Contact paper.

Compare Halobrome and Halo with the papers you are now using. Try them under your regular production conditions.

THE HALOID COMPANY, 436 Haloid St., Rochester, N. Y.

Boston..... 141 Milk St.
 Chicago..... 608 So. Dearborn St.
 Detroit..... 144 Lafayette Blvd.
 Los Angeles..... 714 So. Hill St.

New York..... 330 W. 42nd St.
 Philadelphia..... 1015 Chestnut St.
 San Francisco..... 450 Mission St.
 Washington..... 15th & K Sts., N. W.

Canadian Distributors, Rectigraph Co. of Canada, Ltd., Toronto



AT THE
CONVENTION -
COME TO
BOOTH 212

We are looking forward to the Chicago Trade Show this August, for it's going to be a grand opportunity to renew old friendships . . . greet new friends. We'll have the complete line of Wollensak Photographic and Cine lenses on display . . . and we invite you to stop in for news on latest Wollensak lens improvements. Let us tell you more about them.

Wollensak

Imagin



Wollensak



YOU are cordially invited to call at Booth No. 88 at the N.P.D.A. Exhibit to acquaint yourself and your associates with the most recent developments in Miniature, Tri-Purpose, and Three-Dimensional Projectors and accessories, and to discuss matters of mutual interest.

SOCIETY FOR VISUAL EDUCATION, INC.

Manufacturers, Producers and Distributors of Visual Aids

CHICAGO

MARIE WITHAM, PRESIDENT

B.J. KLEERUP, VICE-PRESIDENT

The Professional Photographer

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AUGUST 5, 1941

● As is our annual custom we devote much of this issue to the Program and features of the Combined Photographic Industry Conventions and Trade Show, sponsored by The Photographers' Association of America and The National Photographic Dealers' Association.

Once again We Meet in Chicago!

Except for special group meetings which may be called either just before or during the Conventions themselves, the whole story is here: The P. A. of A. Program, The P. A. of A. Clinics, The N. P. D. A. Program, the Entertainment Program, the Trade Show floor plans, the List of Exhibitors—in short everything is contained in these pages.

To those of our subscribers who are not members of The P. A. of A. or not interested in the Convention, let us say that we believe our 17th Annual Classified Directory of Manufacturers, Wholesalers and Importers, bound into this issue, more than compensates for the space devoted to what is going on in Chicago. There are not as many advertisers represented as we had last year. In view of the priorities situation with regard to aluminum and other

metals we are surprised that so many are still with us; the emergency has brought many concerns to the point where they cannot buy at any price the essential raw materials from which to make their goods. And yet, even though we have fewer advertisers and the Directory is, as always, limited to those firms which are advertising in this issue, it contains nearly 100 more listings than last year so that it is more complete and valuable as a reference work than ever before.

This Directory is not and never was intended to be a listing of distributors and dealers. It is a Directory of trade names and sources of supply. Almost any item included can be obtained for you by your stock house. File this issue and it will save you much head-scratching and letter-writing. In case an item about which you want information is not listed, write us and almost certainly we can answer your question from our master list of well over 1,000 concerns which make and sell equipment, apparatus, specialties, materials or supplies. We are always at your service.

You will find the arrangement of the Program a considerable departure from past years. Instead of combining the multitudinous activities of the four and a half days, making it

necessary to leaf through 16 pages to find what is going on at a certain time or place, we have first of all separated the affairs of the two Associations. Near the front of this issue you will find The N. P. D. A. Program, all on one page. Turn over this leaf and you will find The P. A. of A. Program and Clinics, all on two sides of one leaf. More detailed information about the Clinics and other matters will be found on following pages, for you to study over at your convenience. Of course we wouldn't want to see this Program Issue mutilated but we know that last year many of those who attended disliked the necessity of carrying constantly with them such a bulky volume and yet, because of its arrangement, that could hardly be avoided. And so, while

(Continued on page 46)

Registration

THE P. A. of A. Registration Desk will be open for business during the following hours: for registering portrait and commercial photographers, photo finishers, industrial, news and other photographers, their employees and guests:

Saturday, August 16: 2:00 P. M. to 4:00 P. M.
Sunday, August 17: 1:00 P. M. to 5:00 P. M.
Monday, August 18: 9:00 A. M. to 10:00 P. M.
Tuesday, August 19: 8:30 A. M. to 10:00 P. M.
Wednesday, August 20: 8:30 A. M. to 10:00 P. M.
Thursday, August 21: 8:30 A. M. to 6:00 P. M.
Friday, August 22: 9:00 A. M. to 12:00 Noon.

Manufacturers, Wholesalers, Importers, Dealers, Publishers and their employees will be registered by The N. P. D. A., which will have its own Registration Desk near that of The P. A. of A. Both Registration Desks are located in the large lobby outside the Basement Exhibition Hall of the Trade Show.

P. A. of A. Registration Fees

Studio Owners, Partners and Managers (Portrait, Commercial, Press, Industrial, Photo Finishing, etc.): \$3.00.

Employees of any of the above: \$2.00.

Guests (This classification includes all who want to attend the Trade Show, Evening Entertainments and Picture Exhibit, but not the P. A. of A. Programs or Clinics): \$1.00.

There is no charge for admission to the Trade Show.

REGISTER IMMEDIATELY UPON ARRIVAL, PLEASE

To the Ladies

PAST experience has shown that it is impractical to plan luncheons and similar affairs in advance for the ladies because it is impossible to estimate attendance. Such affairs will accordingly be arranged from day to day. Reservations for them may be made and all information will be obtainable in the

LADIES' LOUNGE, in Room 421-A on the Fourth Floor. This will be open all day and evening from Sunday, August 17, to Friday August 22, though on the final day it will close at 5:00 P. M. Maid service will be available. Here you can leave messages, arrange to meet your friends, play cards or sit in comfortable chairs for a few moments of conversation. The Ladies' Lounge is one of the responsibilities of

THE LADIES' RECEPTION COMMITTEE, of which Mrs. George F. Grignon, Chicago, is Chairman, and Mrs. H. W. Lawrence, Wichita, Kans., Co-Chairman. All members of this Committee will have red ribbons attached to their badges. Some of them will be at the Registration Desks to greet you when you arrive, all of them will act as hostesses at the evening dances and entertainments. They will arrange for you to meet other ladies and see that you have no chance to feel lonely.

54th Annual Convention—P. A. of A.

Complete Program — Condensed for Quick Reference

Formal Program

(All in Grand Ball Room—2nd Floor)

TUESDAY — August 19, 1941

Portrait

- 9:45 A. M.—J. Anthony Bill, Cincinnati, Ohio: COMMON FAULTS IN EVERYDAY PORTRAITURE—Illustrated Talk.
- 10:30 A. M.—Mel Thurman, Abilene, Texas: PHOTOGRAPHING DIFFICULT CHILDREN—Demonstration.

Commercial

- 1:30 P. M.—Al P. Burgert, Tampa, Fla.: FILTERS—THEIR USE AND MISUSE—Talk.
- 2:15 P. M.—FORMAL CONVENTION OPENING; INTRODUCTIONS; MEMORIAL SERVICE.
- 3:00 P. M.—Harold E. Waltz, Toledo, Ohio: MODERN METHODS OF LIGHT CONTROL IN THE ILLUSTRATING OF GLASS—Demonstration.

WEDNESDAY — August 20, 1941

Commercial

- 9:45 A. M.—John F. Murray, Omaha, Nebr.: WHAT THE AVERAGE PHOTOGRAPHER MUST KNOW ABOUT COMMERCIAL PHOTOGRAPHY — Talk.
- 10:30 A. M.—William B. Garrison, Brooklyn, N. Y.: HOW A NEW YORK DEPARTMENT STORE MAKES ITS PHOTOGRAPHIC ILLUSTRATIONS — Talk and Demonstration.

Portrait

- 1:30 P. M.—Robert L. Ball, Corvallis, Ore.: MAKING PICTORIAL PORTRAITS FOR REPUTATION AND PROFIT—Talk and Demonstration.
- 3:00 P. M.—The Portrait Jury (Roy N. Hirschburg, Richmond, Ind.; Max Habrecht, Detroit, Mich.; Robert Kohler, Milwaukee, Wis.): THE PORTRAIT PRINT CLINIC—Print Criticism and Discussion.

Informal Clinics

(All on 3rd Floor—Rooms as Specified)

Commercial

- 9:45 A. M.—11:00 A. M.—Gordon Bell, South Norwalk, Conn.: 16MM COMMERCIAL MOVIE CLINIC. (West Ball Room)
- 9:45 A. M.—11:00 A. M.—H. C. McMullan, M.Photos., Cleveland, Ohio: COMMERCIAL NEGATIVE QUALITY CLINIC. (North Assembly Room)
- 10:00 A. M.—12:00 Noon—J. H. Washburn, Lockheed Aircraft Corp., Burbank, Calif., and Eric R. Seabloom, Crane Company, Chicago, Ill.: INDUSTRIAL PHOTOGRAPHY CLINIC (Private Dining Room #2)
- 11:00 A. M.—12 Noon—Charles Harris Miller, Chicago, Ill.: DIRECT COLOR CLINIC. (Private Dining Room #1)
- 11:00—A. M.—12 Noon—Horace A. Grignon, Chicago, Ill., and Fred A. Benke, Salem, Ill.: COMMERCIAL BUSINESS FORUM. (North Ball Room)

Portrait

- 1:30 P. M.—2:30 P. M.—Nan Wallace, M. Photog., Toledo, Ohio: RECEPTION ROOM CLINIC. (North Ball Room)
- 2:30 P. M.—3:30 P. M.—George J. Kossuth, M.Photos., Wheeling, W. Va.: PORTRAIT NEGATIVE QUALITY CLINIC. (North Assembly Room)
- 3:30 P. M. to 4:30 P. M.—Mrs. Charles L. Pyke, Peoria, Ill.: PORTRAIT RETOUCHING CLINIC. (Private Dining Room #2)

Portrait

- 9:45 A. M.—11:00 A. M.—George J. Kossuth, M.Photos., Wheeling, W. Va.: PORTRAIT NEGATIVE QUALITY CLINIC. (North Assembly Room)
- 11:00 A. M.—12 Noon—Nan Wallace, M. Photog., Toledo, Ohio: RECEPTION ROOM CLINIC. (North Ball Room)
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- 3:30 P. M. to 4:30 P. M.—Charles Harris Miller, Chicago, Ill.: DIRECT COLOR CLINIC. (West Ball Room)

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Complete Program — Condensed for Quick Reference

Formal Program

(All in Grand Ball Room—2nd Floor)

Informal Clinics

(All on 3rd Floor—Rooms as Specified)

THURSDAY — August 21, 1941

Portrait

- 9:45 A. M.—A. A. Bosshart, York, Pa.: WHAT THE PORTRAIT PHOTOGRAPHER SHOULD KNOW ABOUT COMPOSITION—Illustrated Talk.
- 10:30 A. M.—Frank Turgeon, Jr., Palm Beach, Fla., and Washington, D. C.: DIRECT COLOR IN PORTRAITURE—Illustrated Talk and Demonstration.

Commercial

- 9:45 A. M.—11:00 A. M.—Gordon Bell, South Norwalk, Conn.: 16MM COMMERCIAL MOVIE CLINIC. (West Ball Room)
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- 11:00 A. M.—12 Noon—Horace A. Grignon, Chicago, Ill., and Fred A. Benke, Salem, Ill.: COMMERCIAL BUSINESS FORUM. (North Ball Room)

Commercial

- 1:30 P. M.—William M. Rittase, Philadelphia, Pa.: PROBLEMS IN INDUSTRIAL PHOTOGRAPHY—Talk.
- 2:30 P. M.—Giovanni Suter, Chicago, Ill.: ERRORS AND SAFEGUARDS IN DIRECT COLOR PHOTOGRAPHY—Illustrated Talk and Demonstration.

Portrait

- 1:30 P. M.—2:30 P. M.—Nan Wallace, M. Photos., Toledo, Ohio: RECEPTION ROOM CLINIC. (North Ball Room)
- 2:30 P. M.—3:30 P. M.—George J. Kossuth, M. Photos., Wheeling, W. Va.: PORTRAIT NEGATIVE QUALITY CLINIC. (North Assembly Room)
- 3:30 P. M.—4:30 P. M.—Mrs. Charles L. Pyke, Peoria, Ill.: PORTRAIT RETOUCHING CLINIC. (Private Dining Room #2)

FRIDAY — August 22, 1941

Commercial

- 9:45 A. M.—Ken Hedrich, Chicago, Ill.: RIGHTS AND WRONGS OF ARCHITECTURAL PHOTOGRAPHY—Illustrated Talk.
- 10:30 A. M.—John Paul Pennebaker, Underwood & Underwood Illustration Studios, New York City and Chicago, Ill.: SOLVING SOME TOUGH ONES FOR NATIONAL ADVERTISING—Talk and Demonstration.

Portrait

- 9:45 A. M.—11:00 A. M.—George J. Kossuth, M.Photos., Wheeling, W. Va.: PORTRAIT NEGATIVE QUALITY CLINIC. (North Assembly Room)
- 11:00 A. M.—12 Noon—Nan Wallace, M. Photos., Toledo, Ohio: RECEPTION ROOM CLINIC. (North Ball Room)
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- 3:30 P. M.—4:30 P. M.—Charles Harris Miller, Chicago, Ill.: DIRECT COLOR CLINIC. (West Ball Room)

Portrait

- 1:30 P. M.—Mrs. Helen Sheldon Gerdes, M. Photos., Jackson Heights, L. I., N. Y.: DRAPING IN PORTRAITURE—Demonstration.
- 2:30 P. M.—C. W. Dishinger, Jacksonville, Fla.: FULL FIGURE PORTRAITURE MEANS EXTRA PROFITS—Talk and Demonstration.

P. A. of A. Picture Exhibit

(Boulevard Room—Lower Level—Second Floor)

SOME 2,000 photographs in black-and-white and color, including Complimentary Exhibits by all speakers and demonstrators, the members of the Jury of Selection and the Officers, as well as a special Loan Collection of 50 photographs by the Hollywood Studio Still Photographers section of the Academy of Motion Picture Arts and Sciences, including the 16 prize-winning prints from their 1941 exhibit and the 34 runners-up, recently displayed at the Museum of Modern Art in New York City. The balance of the exhibit, about evenly divided between portrait and commercial work, consists of the photographs accepted for hanging by the two Juries of Selection. This offers every professional a truly marvelous opportunity to study the newest ideas in lighting, posing and accessories and the Picture Exhibit is consequently one of the most important features of the entire Convention. The prints are displayed on The Association's 360 handsomely lighted screens.

The Portrait Jury: Roy N. Hirshburg, Richmond, Ind., Chairman.
Max Habrecht, Detroit, Mich.
Robert Kohler, Milwaukee, Wis.

The Commercial Jury: Wesley E. Bowman, Chicago, Ill., Chairman.
Howard Weber, Springfield, Ohio.
F. Ross Altwater, Pittsburgh, Pa.

Every photograph submitted has been rated on a sticker attached to the back of the mount. In addition one print from each entry has received a detailed criticism. In an attempt still further to make the Picture Exhibit of genuine service, The Association has arranged that this year the members of the two Juries will be on duty in the Picture Exhibit to discuss and criticize the photographs on display for all desiring such service. The Judges will be at liberty to do this singly or as a group, which will no doubt depend largely on the number of photographers interested. Only prints on display may be discussed. Rejected prints have been stored away until the end of the Convention and will not, under any conditions, be removed from the storage rooms owing to the complications which that would involve in the difficult operation of collating and returning all entries.

The hours and days during which the two Juries will be available in the Picture Exhibit are as follows:

Tuesday, August 19: 10:00 A. M. to 12:00 Noon—Commercial Jury.
3:00 P. M. to 5:00 P. M.—Portrait Jury.

Wednesday, August 20: 10:00 A. M. to 12:00 Noon—Portrait Jury.
3:00 P. M. to 5:00 P. M.—Commercial Jury.

Thursday, August 21: 10:00 A. M. to 12:00 Noon—Commercial Jury.
3:00 P. M. to 5:00 P. M.—Portrait Jury.

Friday, August 22: 10:00 A. M. to 12:00 Noon—Portrait Jury.

The general hours of the Picture Exhibit are the same as those of the Trade Show: 9:00 A. M. to 6:00 P. M. Tuesday, Wednesday and Thursday; 9:00 A. M. to 2:00 P. M. Friday; 7:30 P. M. to 9:30 P. M. Monday and Tuesday.

Every Night a Party!

(All Entertainment Features in the Grand Ball Room—Second Floor)

Hostesses: Mrs. George F. Grignon, Chicago, Ill., Mrs. H. W. Lawrence, Wichita, Kans., and the members of the Ladies' Reception Committee.

Master of Ceremonies: Frank Shepard, Chicago, Ill.

MONDAY, August 18

The Opening Ball—9:00 P. M. to 1:00 A. M. Dance Music by Johnny Jones and the Jones Boys, the same orchestra which provided such a wonderful start for our big week last year, repeated by general request. Stunts and Prizes. Leave your worries home.

TUESDAY, August 19

Dancing and Vaudeville—9:00 P. M. to 1:00 A. M. Dance Music by Bob Perry and his band. A big vaudeville show on the stage.

WEDNESDAY, August 20

Dancing and Cabaret—9:00 P. M. to 1:00 A. M. Dance Music by Russ Wildey and his Band. Plenty of dancing and two fine cabaret shows.

THURSDAY, August 21

The Annual Banquet—7:30 P. M. to 10:00 P. M. The combined banquets of The P. A. of A. and The N. P. D. A. The only convention feature for which there is an extra charge—\$2.50 a plate. Hats, Favors, Balloons. Dinner Music by James Kozak and his String Ensemble. Songs by a Noted Vocalist. Brief Introductions. Presentations of Master of Photography Degrees.

(Note: Presentations will take only a fraction of last year's time. Every seat will be reserved. Your ticket will call for a specified seat at a specified table. Confusion will be eliminated. The earlier you buy your tickets the better the seats you will get and whether you are late or early your seats will be held for you. No longer will those who wait until the last moment to buy their tickets be able to crash the gate and take all the best tables!)

The Annual Ball—10:00 P. M. to 2:00 A. M. Dance Music by Harold Sells and his Band. Serpentine. Stunts. Two big cabaret shows.

On all four evenings the Ladies' Reception Committee will have card tables for those who do not care to dance. *And to the men:* All evening parties are informal.

The Help & Studio Exchange

THIS service, free to all, will be located in the lobby outside the Basement Exhibition Hall of the Trade Show, and will be in charge of a competent young lady. If you want help or are looking for a job, if you want to buy or sell a studio or equipment, explain your problem to her. This service will be available from 9:00 A. M. to 6:00 P. M. from Monday, August 18 to Thursday, August 21, and from 9:00 A. M. to 2:00 P. M. on Friday, August 22.

Chicago Commercial Studios Invite You

EIGHT Chicago commercial studios, anxious to do their share to make every visitor's time in Chicago as profitable as possible and willing to share their ideas with others, have made special arrangements to conduct visitors through their establishments on certain days of the Convention Week. As among these are some of the biggest commercial studios in the country and all of them are busy, this courtesy has involved no small sacrifice and visitors are requested to reciprocate by not attempting to call at these studios except at the stated hours, nor to arrive too late in the afternoon. The fact that a studio is open until 5:00 P. M. does not mean that you can expect to arrive at 4:50 and be enthusiastically greeted. The studios, and the men for whom you should ask on your arrival, are:

Wesley Bowman Studio, Inc. (Mr. Wesley Bowman), 260 N. Michigan Ave.
Chicago Architectural Photographing Co. (Mr. Ed. Erickson), 75 E. Wacker Drive.
George F. Grignon (Mr. Horace Grignon or Mr. Craft Edmunds), 125 W. Ohio St.
Hedrich-Blessing Studio (Mr. Hedrich), 737 N. Michigan Ave.
Kaufmann & Fabry Co. (Mr. Chas. D. Kaufmann), 425 S. Wabash Ave.
Stadler Studios, Inc. (Mr. Robert Kramer), 62 E. Lake St.
Standard Studios, Inc. (Mr. William Kapche), 540 N. Michigan Ave.
Shigeta-Wright Studios (Mr. George Wright), 351 E. Ohio St.

Hours for Visitors:

Monday, August 18—10:00 A. M. to 5:00 P. M.: Bowman, Chicago Architectural, Grignon, Kaufmann & Fabry, Standard.

Wednesday, August 20—2:00 P. M. to 5:00 P. M.: Bowman, Grignon, Kaufmann & Fabry, Shigeta-Wright, Stadler, Standard.

Friday, August 22—2:00 P. M. to 5:00 P. M.: Bowman, Grignon, Hedrich-Blessing, Kaufman & Fabry, Stadler, Standard.

Trade Show Hours

(Basement Exhibition Hall and Second Floor—Use Grand Staircase)

Monday, August 18: 7:30 P. M. to 9:30 P. M. (This is also Open Night for the Public.)

Tuesday, August 19: 9:00 A. M. to 6:00 P. M., and 7:30 P. M. to 9:30 P. M. (Evening hours are the second Open Night for the Public.)

Wednesday, August 20: 9:00 A. M. to 6:00 P. M.

Thursday, August 21: 9:00 A. M. to 6:00 P. M.

Friday, August 22: 9:00 A. M. to 2:00 P. M.

16mm Commercial Movie Clinics

(Conducted by Gordon Bell, South Norwalk, Conn.)
(West Ball Room — Third Floor)

Tuesday, August 19—9:45 A. M. to 11:00 A. M.: "Planning: The Scenario."

Wednesday, August 20—1:30 P. M. to 2:30 P. M.: "Motion Picture Tools and Their Uses."

Thursday, August 21—9:45 A. M. to 11:00 A. M.: "Production Pointers."

Friday, August 22—1:30 P. M. to 2:30 P. M.: "Finishing the Job."

A new Clinic on a subject of continually increasing importance.

Direct Color Clinics

(Conducted by Charles Harris Miller, Chicago, Ill.)

WITH direct color becoming increasingly important from year to year this Clinic has become somewhat of a fixture. So has Mr. Miller, whose knowledge of color processes in general is prodigious and who seems able to answer any conceivable question that may be asked.

Tuesday, August 19 and Thursday, August 21—11:00 A. M. to 12:00 Noon in Private Dining Room #1—Third Floor.

Wednesday, August 20 and Friday, August 22—3:30 P. M. to 4:30 P. M. in the West Ball Room—Third Floor.

Commercial Business Forum

(Conducted by Horace A. Grignon, Chicago, Ill., and Fred A. Benke, Salem, Ill. North Ball Room—Third Floor)

AN outgrowth of last year's Clinic on Commercial Prices and Cost Finding, these informal discussions will cover all kinds of commercial business problems. Mr. Grignon represents the big cities, Mr. Benke the small towns. Here's your chance to "talk out loud."

Tuesday, August 19 and Thursday, August 21—11:00 A. M. to 12:00 Noon.

Wednesday, August 20 and Friday, August 22—3:30 P. M. to 4:30 P. M.

Industrial Photography Clinics

(Conducted by J. H. Washburn, Lockheed Aircraft Corp., Burbank, Calif., and Eric R. Seabloom, Crane Company, Chicago, Ill.)
(Private Dining Room #2—Third Floor)

THE industrial photographer's problems are so varied that no formal program can be worked out to serve him adequately, but in two hours a day these men can solve dozens of each other's problems and exchange innumerable experiences. Hence this new Clinic, for which we have great hopes.

Tuesday, August 19 and Thursday, August 21—10:00 A. M. to 12:00 Noon.

Wednesday, August 20 and Friday, August 22—2:30 P. M. to 4:30 P. M.

Portrait Negative Quality Clinics

(Conducted by George J. Kossuth, M.Photo., Wheeling, W. Va.)
(North Assembly Room—Third Floor)

MR Kossuth's masterful discussions of negative quality aroused so much interest last year that he was asked to repeat, and he promises much new material. An experiment last year, this Clinic was allotted a comparatively small room with the result that only a fraction of those interested could get in. This year there will be ample space.

Tuesday, August 19 and Thursday, August 21—2:30 P. M. to 3:30 P. M.

Wednesday, August 20 and Friday, August 22—9:45 A. M. to 11:00 A. M.

Portrait Retouching Clinics

(Conducted by Mrs. Charles L. Pyke, Peoria, Ill.)
(Private Dining Room #2—Third Floor)

RETOUCHING is a subject we have neglected for several years. Of course Mrs. Pyke cannot teach retouching in four one-hour sessions, but she can give you help and advice on your retouching problems and will be glad to demonstrate. Bring your own negatives and materials.

Tuesday, August 19 and Thursday, August 21—3:30 P. M. to 4:30 P. M.

Wednesday, August 20 and Friday, August 22—11:00 A. M. to 12:00 Noon.

Reception Room Clinics

(Conducted by Nan Wallace, M.Photo., Toledo, Ohio)
(North Ball Room — Third Floor)

INFORMAL discussions, led by Miss Wallace, and joined in by all present, on all phases of reception room work and handling the customer. Whatever your question, you will find someone who has a practical answer for it.

Tuesday, August 19 and Thursday, August 21—1:30 P. M. to 2:30 P. M.

Wednesday, August 20 and Friday, August 22—11:00 A. M. to 12:00 Noon.

Commercial Negative Quality Clinics

(Conducted by H. C. McMullan, M.Photo., Cleveland, Ohio)
(North Assembly Room—Third Floor)

AFTER seeing the job Mr. Kossuth did last year, the Commercial Division decided that they, too, could profitably devote time to a discussion of negatives. After all, if it isn't in the negative, you can't get it in the print.

Tuesday, August 19 and Thursday, August 21—9:45 A. M. to 11:00 A. M.

Wednesday, August 20 and Friday, August 22—2:30 P. M. to 3:30 P. M.

P. A. of A. Council Meeting

THE Council, governing body of The P. A. of A., holds its Annual Meeting during the Convention. Reports of the President, Treasurer and Executive Manager are presented, as well as applications for the Degree of Master of Photography and proposals for the Honorary Degree. The business of The Association is transacted and new officers are elected. Inasmuch as the complete proceedings are printed in the *Convention Report* the practice of duplicating some of these matters on "President's Night" has been discontinued this year.

FIRST COUNCIL SESSION—Monday, August 18—2:00 P. M.—North Ball Room—Third Floor.

SECOND COUNCIL SESSION—Wednesday, August 20—7:00 P. M.—North Ball Room—Third Floor.

Are You a "Baby Photographer"?

IF so, you are cordially invited to attend a special meeting, to be held Saturday Afternoon, August 23, following the Convention, of the

BABY PHOTOGRAPHERS' SOCIETY

at the Bernie Studio, 1623 Sherman Ave., Evanston, Ill., just outside Chicago. All photographers who specialize in babies and children are welcome. Luncheon will take place at 12:45 P. M. at the Jene Unfer Restaurant, 6666 Ridge Ave., Chicago, on the road out to Evanston and the studio. The meeting will open at 2:00 P. M. and will be over by 4:00 P. M. so that those wishing to be on their way home Saturday afternoon may make an early start. B. J. ("Bernie") Burns, noted child photographer and owner of the studio, will have on display about 400 photographs made this year in his Child Beautiful Contest, as well as the advertising material used in promoting that contest. If you wish to attend—and it will be worth your while—stop at the Help & Studio Exchange (outside the Basement Exhibition Hall) and tell the young lady you wish to register for the Baby Photographers' Meeting. There is no charge of any kind.

Meetings of Special Groups

ANNUALLY special luncheon and dinner meetings take place concurrently with the Conventions of The P. A. of A. and The N. P. D. A. Unfortunately, because this program must go to press late in July, only those meetings can be listed here of which advance notice was given. All others will be announced from the Grand Ball Room platform during the program:

MASTERS OF PHOTOGRAPHY DINNER—Tuesday, August 19—7:00 P. M.—South Ball Room—Third Floor.

ILLINOIS PHOTOGRAPHERS' ASSOCIATION BOARD MEETING—Wednesday, August 20—10:00 A. M.—Private Dining Room #5—Third Floor.

SYNCHRONIZER AND FLASH LAMP MANUFACTURERS' LUNCHEON AND MEETING—Wednesday, August 20—12:30 P. M.—Private Dining Room #4—Third Floor.

CLASSIFIED DIRECTORY

Of Manufacturers, Importers and Exclusive Distributors of Photographic Equipment, Apparatus and Materials, published as a section of the August 5, 1941 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 or 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 Loose Leaf Studio Register.
George Murphy, Inc., 57 E. 9th St., New York City _____ Eagle Studio Register.

ACID PROOF PAINT (See Bakelite Coatings; Rubber Coatings; Tank Coating Materials; Tray Coating Materials)

ACTINOMETERS (See Exposure Meters)

ADAPTER RINGS

Chess-United Co., Madison Ave. & 29th St., New York City _____ Omag.
Eastman Kodak Co., Rochester, N. Y. _____ Kodak.
Gundlach Manufacturing Corp., Fairport, N. Y. _____ Gundlach.

ADAPTERS, FILM

Burleigh Brooks, Inc., 120 W. 42nd St., New York City _____ Bee Bee Rollei.

ADHESIVES

David C. Brown Co., 17532 Wisconsin Ave., Detroit, Mich. _____ Photo Flex Rubber Cement.
Eastman Kodak Co., Rochester, N. Y. _____ Kodak 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.
Norman-Willetts 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.

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.

AIR CONDITIONING EQUIPMENT

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

ALBUMS

Eagle Photo Supply Co., 55-57 E. 9th St., New York City _____ Eagle.
Eastman Kodak Co., Rochester, N. Y. _____ Kodak.
Eastman Kodak Co., Taprell Loomis Division, 1727 Indiana Ave., Chicago, Ill. _____ Studio, Commercial, Protecto, Amateur.
Holliston Mills, Inc., Norwood, Mass. _____ Holliston Sturdli-Binders.
George Murphy, Inc., 57 E. 9th St., New York City _____ Royal.
Raygram Corporation, 425-4th Ave., New York City _____ Permo Fotovue; Video Bellows.

ANILINE COLORS

George Murphy, Inc., 57 E. 9th St., New York City _____ Eagle Retouching Colors.
Norman-Willetts Co., 318 W. Washington St., Chicago, Ill. _____ R-9 Dyes.
Peerless Color Laboratories, 11-13 Diamond Place, Rochester, N. Y. _____ Peerless, Imperial (liquid).

APPARATUS AND EQUIPMENT, USED

Burke & James, Inc., 223 W. Madison St., Chicago, Ill.
Medo Photo Supply Corp., 15 W. 47th St., New York City.
Mid-West Photo Supply Co., 117 N. Wabash Ave., Chicago, Ill.
George Murphy, Inc., 57 E. 9th St., New York City.
Norman-Willetts Co., 318 W. Washington St., Chicago, Ill.

APRONS, DARK ROOM

Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Jiffy.
Eagle Photo Supply Co., 55-57 E. 9th St., New York City _____ Eagle Waterproof.
Eastman Kodak Co., Rochester, N. Y. _____ Eastman Rubber; Eastman Laboratory.
Medo Photo Supply Corp., 15 W. 47th St., New York City _____ Medo Pliofilm; E-Z-On.
George Murphy, Inc., 57 E. 9th St., New York City _____ Eagle Oil Silk; Poole.
Norman Willets Co., 318 W. Washington St., Chicago, Ill. _____ Norwil Rubber; Norwil Pliofilm.
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 Lamp; 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.

B

BABY HOLDERS

Eagle Photo Supply Co., 55-57 E. 9th St., New York City _____ Bonnie.
George Murphy, Inc., 57 E. 9th St., New York City _____ Background.

BACKGROUND ACCESSORIES

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

BACKGROUND CARRIERS

Holliston Mills, Inc., Norwood, Mass. _____ Folding, for Biontone 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)

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

BACKGROUNDS

Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Rexo Portable; Rexo Studio; Rexo Carrier and Background Combined.
 Holliston Mills, Inc., Norwood, Mass. _____ Biontone 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)**BAKELITE COATINGS**

David C. Brown Co., 17532 Wisconsin Ave., Detroit, Mich.

BATTERIES

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

BELLOWS

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

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

BINOCULARS, FIELD GLASSES, TELESCOPES AND ACCESSORIES

Argus, Inc., 4th & William Sts., Ann Arbor, Mich. _____ Argus Spotting Scope.
 Bausch & Lomb Optical Co., Rochester, N. Y. _____ Bausch & Lomb Prismatic and Zephyr-Light Binoculars; Balar and Companion Field Glasses; Telescopes; Spotting Scopes; Cases; Accessories.
 C. P. Goerz American Optical Co., 317 E. 34th St., New York City _____ Goerz Binoculars.
 Medo Photo Supply Corp., 15 W. 47th St., New York City _____ Ross 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.
 Carl Zeiss, Inc., 485-5th Ave., New York City _____ Zeiss Featherweight Binoculars; Telescopes; Monocular Field Glasses; Rifle-Telescopes; Accessories.

BLACKOUT BULBS

Wabash Photolamp Corp., 335 Carroll St., Brooklyn, N. Y. _____ Infra-Red Superflash.

BLOTTERS, LINTLESS

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

BOOTH CAMERAS (See Camera Booths for Semi-Automatic Portraiture)**BORDER TINTING MASKS (See Masks)****BOTTLES, PHOTOGRAPHIC**

George Murphy, Inc., 57 E. 9th St., New York City _____ Eagle Stock.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Norwil Brown.
 Raygram Corporation, 425-4th Ave., New York City _____ Raygram.

BOXES FOR SENSITIZED PAPER

Raygram Corporation, 425-4th Ave., New York City _____ R.H.S. Paper Safe.

BROMOIL MATERIALS AND PAPER

Defender Photo Supply Co., Inc., Rochester, N. Y. _____ Velour Black C, D, N, (2) Papers.
 Eagle Photo Supply Co., 55-57 E. 9th St., New York City _____ Eagle Inks and Sundries.
 Medo Photo Supply Corp., 15 W. 47th St., New York City _____ Wellington Papers; Ilford Papers.
 George Murphy, Inc., 57 E. 9th St., New York City _____ Autotype; Utilo Prepared Bleacher and Complete Outfits.

BRUSHES, RED SABLE FOR COLORING

Eastman Kodak Co., Rochester, N. Y. _____ Eastman.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Norwil.
 Peerless Color Laboratories, 11-13 Diamond Place, Rochester, N. Y. _____ Peerless; Jap-Art.

BULBS AND TUBING, RUBBER

Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Rexo.
 Eagle Photo Supply Co., 55-57 E. 9th St., New York City _____ Eagle.
 Eastman Kodak Co., Rochester, N. Y. _____ Eastman.
 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.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Norwil.

BULK FILM WINDERS

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

C**CABLE RELEASES (See Shutter Releases)****CALENDAR PADS FOR USE WITH PHOTOGRAPHS**

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

CALENDARS FOR USE WITH PHOTOGRAPHS

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

CAMERA BACKS

Agfa Anso, Binghamton, N. Y. _____ For Universal, Agfa Commercial and Standard Cameras; Anso and De Luxe Studio Outfits.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Watson—for All Watson View and Portrait Cameras; for Eastman 2-D View Cameras.
 Champion Mfg. Co., 327 Main St., Orange, N. J. _____ Champion Negative Identifier.
 Eastman Kodak Co., Rochester, N. Y. _____ For Eastman View and Commercial View Cameras; Magazine Back for Kodak Ektra; Accessory Back for Sheet Films, Film Packs and Plates for Kodak Medalist; Twin Exposure Back for 3A Kodak Ser. II and Ser. III.
 Folmer Graflex Corp., Rochester, N. Y. _____ For Graphic View, Crown and Century Cameras; Century and Master Studio Outfits.

- Gundlach Manufacturing Corp., Fairport, N. Y. _____ For Korona and Other Cameras.
 George Murphy, Inc., 57 E. 9th St., New York City _____ Autotype Repeating.
- CAMERA BOOTHS FOR SEMI-AUTOMATIC PORTRAITURE**
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Luxor Jr. Direct Positive Photo Outfit.
 Dunker's Ve-Ja-De Products, Sainte Genevieve, Mo. _____ Dunker 1939 Model Booth Complete.
- CAMERA CASES**
 Agfa Anso, Binghamton, N. Y. _____ Leather, for Agfa Anso Cameras.
 Argus, Inc., 4th & William Sts., Ann Arbor, Mich. _____ For All Argus Cameras.
 Burleigh Brooks, Inc., 120 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.
 Eagle Photo Supply Co., 55-57 E. 9th St., New York City _____ Eagle, to Fit All Cameras.
 Eastman Kodak Co., Rochester, N. Y. _____ Leather for All Eastman Cameras.
 Folmer Graflex Corp., Rochester, N. Y. _____ Carrying Cases for Graflex, Graphic, Century, Crown,
 Cirkut and Folmer Equipment.
 Gundlach Manufacturing Corp., Fairport, N. Y. _____ For Korona Cameras.
 Keystone Mfg. Co., 288 A St., Boston, Mass. _____ Leather, for Keystone Cameras.
 Medo Photo Supply Corp., 15 W. 47th St., New York City _____ Leather, for Speed Graphics.
 Norman-Willetts Co., 318 W. Washington St., Chicago, Ill. _____ Norwil Genuine Leather.
 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 Anso, Binghamton, N. Y. _____ Universal; Utility Tripod.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Rexo Folding Studio Tripod; Sandow #11
 Tripod; Ideal Tripods.
 Eastman Kodak Co., Rochester, N. Y. _____ Eastko Tripod; Professional Tripod; Eastman Com-
 mercial Tripod; Commercial Tripod Stand.
 Folmer Graflex Co., Rochester, N. Y. _____ Century; Century Studio; Century Master; Crown Compact.
 Fox Products Co., 4720 N. 18th St., Philadelphia, Pa. _____ Bruneau Pneumatic Tripod.
 Gundlach Manufacturing Corp., Fairport, N. Y. _____ Korona.
 Medo Photo Supply Corp., 15 W. 47th St., New York City _____ Alto De Luxe Tripod.
 Photogenic Machine Co., Youngstown, Ohio _____ Perkins All-Purpose Counterbalanced.
 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, Photorecord Microcopying.
 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 Unipod.
 Burleigh Brooks, Inc., 120 W. 42nd St., New York City _____ Bee Bee Neck Pod.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Quickset Unipod.
 Da-Lite Screen Co., Inc., 2723 N. Crawford Ave., Chicago, Ill. _____ Da-Lite Unipods.
 Eastman Kodak Co., Rochester, N. Y. _____ Kodapod; Optipod.
- CAMERAS, AMATEUR**
 Agfa Anso, Binghamton, N. Y. _____ Memo; Speedex; Clipper; Shur-Shot; Cadet; Cadet-Flash; Chief;
 Pioneer; Viking; Readyset Special.
 Argus, Inc., 4th & William Sts., Ann Arbor, Mich. _____ Argus 35mm Candid; Argoflex 2½x2½
 Twin Lens Reflex.
 Burleigh Brooks, Inc., 120 W. 42nd St., New York City _____ Bee Bee; Foth Derby II; Linhof;
 Kawee; Dollina; Heidoscop; Dolly; Rolleidoscop; Certix; Pilot 6; Pilot Super.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Weltax; Perle; B & J Press; Goldi.
 Eastman Kodak Co., Rochester, N. Y. _____ Brownies; Kodak Bantam; Jiffy Kodaks; Kodaka Vigilant
 Junior; Kodaks Vigilant; Kodaks Monitor; 8A Kodak Ser. III; Kodak Ektra; Bullet; Super
 Kodak; 6-20 Bulls Eye; Kodak Duex; Kodak 35; Kodak 35 F/3.5 with Range Finder.
 Folmer Graflex Corp., Rochester, N. Y. _____ Graflex; Speed Graphic; 4x5 Crown View; 4x5 Graphic
 View.
 George Murphy, Inc., 57 E. 9th St., New York City _____ Thornton-Pickard.
 Carl Zeiss, Inc., 485-5th Ave., New York City _____ Nettar; Ikonta; Super Ikonta; Ikofox; Maximar;
 Ideal; Universal Juwel; Contax; Contaflex; Tenax.
- CAMERAS, BANQUET**
 Gundlach Manufacturing Corp., Fairport, N. Y. _____ Korona.
- CAMERAS BUILT TO ORDER**
 Gundlach Manufacturing Corp., Fairport, N. Y. _____ Korona Commercial.
- CAMERAS, CLINICAL**
 Eastman Kodak Co., Rochester, N. Y. _____ Eastman Equipment for Medical and Scientific Photography.
- CAMERAS, COMMERCIAL**
 Agfa Anso, Binghamton, N. Y. _____ Commercial.
 Burleigh Brooks, Inc., 120 W. 42nd St., New York City _____ Linhof.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ B & J Press; Watson Portrait and View;
 Grover Universal View.
 Eastman Kodak Co., Rochester, N. Y. _____ Commercial View All-Metal 8x10.
 Folmer Graflex Corp., Rochester, N. Y. _____ Century Universal.
 Gundlach Manufacturing Corp., Fairport, N. Y. _____ Korona.
- CAMERAS, COPYING (See Also Photo-Copying Machines)**
 Folmer Graflex Corp., Rochester, N. Y. _____ Crown Enlarging, Reducing and Copying;
 Graflex Photo-Record Micro-Copying.
 Norman-Willetts 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**
 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.
 Dunker's Ve-Ja-De Products, Sainte Genevieve, Mo. _____ Dunker's Improved 1½x2 Sure Shot Booth;
 Dunker 2½x3¼; Dunker Focusing Type 3¼x5.
 George Murphy, Inc., 57 E. 9th St., New York City _____ Eagle Camerascope, Eagle Tintype, Eagle
 Combination.

- CAMERAS, FERROTYPE (See Cameras, Tintype)**
- CAMERAS, FINGERPRINT**
Folmer Graflex Corp., Rochester, N. Y. _____ Graflex Fingerprint.
- CAMERAS, HIGH-SPEED**
Argus, Inc., 4th & William Sts., Ann Arbor, Mich. _____ Argus C8 Synchronized Flash.
Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ B & J Press; Weltax; Perle.
Eastman Kodak Co., Rochester, N. Y. _____ Kodak Ektra; Kodak Monitor, Supermatic Shutter; Kodak Medalist.
Folmer Graflex Corp., Rochester, N. Y. _____ Speed Graphic; Graflex.
- CAMERAS, IDENTIFICATION**
Dunker's Ve-Ja-De Products, Sainte Genevieve, Mo. _____ Direct Paper Identifying Cameras for School and Factory Purposes.
Eastman Kodak Co., Rochester, N. Y. _____ Eastman Photo Evidence Outfit.
Folmer Graflex Corp., Rochester, N. Y. _____ Graflex Identification Outfit; Graflex Compact Identification Outfit.
- CAMERAS, MAGAZINE, FOR STREET SNAPPING**
Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Acme 85mm.
- CAMERAS, MICROPHOTOGRAPHIC**
Folmer Graflex Corp., Rochester, N. Y. _____ Graflex Photorecord Microfilm.
- CAMERAS, MINIATURE**
Agfa Anseo, Binghamton, N. Y. _____ Memo; Clipper; Speedex.
Argus, Inc., 4th & William Sts., Ann Arbor, Mich. _____ Argus 35mm Candid.
Burlleigh Brooks, Inc., 120 W. 42nd St., New York City _____ Dollina; Foth-Derby; Dolly; Pilot Super.
Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Perle; Weltax.
Eastman Kodak Co., Rochester, N. Y. _____ Kodak Ektra, Kodak 35; Kodak 35 F/3.5 with Range Finder; Kodak Bantam.
Folmer Graflex Corp., Rochester, N. Y. _____ National Graflex.
Raygram Corporation, 425-4th Ave., New York City _____ Perfex 55; Perfex 22.
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 16; Magazine Cine-Kodak 8, Model 90.
Keystone Mfg. Co., 288 A St., Boston, Mass. _____ Keystone.
- CAMERAS, MULTIPLE**
Folmer Graflex Corp., Rochester, N. Y. _____ Century.
- CAMERAS, PANORAM**
Folmer Graflex Corp., Rochester, N. Y. _____ Cirkut.
Gundlach Manufacturing Corp., Fairport, N. Y. _____ Korona.
- CAMERAS, PHOTO-MICROGRAPHIC**
Bausch & Lomb Optical Co., Rochester, N. Y. _____ Bausch & Lomb Photo-Micrographic; Metallographic.
Carl Zeiss, Inc., 485-5th Ave., New York City _____ Zeiss Photo-Micrographic Outfits.
- CAMERAS, REFLEX**
Argus, Inc., 4th & William Sts., Ann Arbor, Mich. _____ Argoflex 2 1/4 x 2 1/4 Twin Lens.
Burlleigh Brooks, Inc., 120 W. 42nd St., New York City _____ Pilot Super.
Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Citro-flex 2 1/4 x 2 1/4.
Eastman Kodak Co., Rochester, N. Y. _____ Brownie Reflex.
Folmer Graflex Corp., Rochester, N. Y. _____ Graflex; National Graflex; Big Bertha.
Carl Zeiss, Inc., 485-5th Ave., New York City _____ Ikoflex; Contaflex.
- CAMERAS, STEREO**
Bausch & Lomb Optical Co., Rochester, N. Y. _____ Bausch & Lomb Ortho-Stereoscopic.
Burlleigh Brooks, Inc., 120 W. 42nd St., New York City _____ Heidoscop; Rolleidoscop; Altiscope; Eho.
- CAMERAS, STRIP-FILM**
Dunker's Ve-Ja-De Products, Sainte Genevieve, Mo. _____ Dunker School, 200' Roll Film 35mm; 70mm Focusing Type.
- CAMERAS, STUDIO**
Agfa Anseo, Binghamton, N. Y. _____ 5x7 Studio Outfit; No. 5 Anseo Studio Outfit; No. 5 De Luxe Studio Outfit.
Folmer Graflex Corp., Rochester, N. Y. _____ Century 4A, Master and 11b Studio Outfits.
Gundlach Manufacturing Corp., Fairport, N. Y. _____ Korona.
- CAMERAS, TINTYPE**
George Murphy, Inc., 57 E. 9th St., New York City _____ Eagle Black and White; Eagle Tintype; Eagle Combination.
- CAMERAS, USED**
Burlleigh Brooks, Inc., 120 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.
Mid-West Photo Supply Co., 117 N. Wabash Ave., Chicago, Ill.
George Murphy, Inc., 57 E. 9th St., New York City.
Norman-Willetts Co., 318 W. Washington St., Chicago, Ill.
- CAMERAS, VIEW**
Agfa Anseo, Binghamton, N. Y. _____ Universal; Universal Junior; Commercial; Standard; Universal 5x7 with 4x5 Back.
Burlleigh Brooks, Inc., 120 W. 42nd St., New York City _____ Linhof; Bee Bee Hand.
Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Watson View and Portrait; Grover Universal View.
Eastman Kodak Co., Rochester, N. Y. _____ Eastman View 5x7; 8x10; 11x14; 33A 5x7; Commercial View All-Metal 8x10.
Folmer Graflex Corp., Rochester, N. Y. _____ 4x5 Graphic View; 4x5 Crown View; 8x10 Century Universal.
Gundlach Manufacturing Corp., Fairport, N. Y. _____ Korona Pictorial; Home Portrait; All Direction View; 4x5 to 8x10.
Raygram Corporation, 425-4th Ave., New York City _____ R.H.S. 4x5; R.H.S. 5x7.
- 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.
 Sperry Color Co., 129 E. Grand River Ave., East Lansing, Mich. _____ Sperry Pigment Tissue; Celluloid Solution; Sensitizer for Carbon.

CARBRO PROCESS MATERIALS

Eagle Photo Supply Co., 55-57 E. 9th St., New York City _____ Trichrome.
 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.
 Sperry Color Co., 129 E. Grand River Ave., East Lansing, Mich. _____ Sperry Pigment Tissue; Celluloid Solution; Sensitizer Bleach for Carbro.

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.

CEMENT (See Rubber Cement)**CHAMMOIS FOR WIPING NEGATIVES**

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

CHANGING BAGS

Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Ingento Standard; Ingento Zipper.
 Eagle Photo Supply Co., 55-57 E. 9th St., New York City _____ Eagle.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Norwil.

CHEMICALS, PHOTO-ENGRAVING

Eastman Kodak Co., Rochester, N. Y. _____ Complete Collodion; Plain Collodion; Stripping Collodion; Iodizer; Special Iodizer; Engraver's Hard Varnish; Silver Nitrate; Rubber Solution; Dragons Blood; Topping Powder.
 Fink-Roselieve Co., Inc., 109 W. 64th St., New York City _____ F-R Photo-Fine.
 Mallinckrodt Chemical Works, 2nd and Mallinckrodt Sts., St. Louis, Mo. _____ Complete line including Etch-Powder; Cold Top Enamel; Collodion; Etc.
 George Murphy, Inc., 57 E. 9th St., New York City _____ Isinglass Glue.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Norwil Photopure.

CHEMICALS, PHOTOGRAPHIC

Agfa Anso, Binghamton, N. Y. _____ Agfa Laboratory-Tested.
 Defender Photo Supply Co., Inc., Rochester, N. Y. _____ Defender Tested; Defender Chemical Preparations.
 Eagle Photo Supply Co., 55-57 E. 9th St., New York City _____ Eagle Fine Grain Developer.
 Eastman Kodak Co., Rochester, N. Y. _____ Eastman Tested; Elon; Prepared Developer Formula Powders.
 Fink-Roselieve Co., Inc., 109 W. 64th St., New York City _____ X-33 (Liquid or Dry Powder); Quinolin (Liquid or Dry Powder); GDX; F-R 19; Fixol; Hardenol; Quinotol; 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.
 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; Dr. Charles' G-9 Developer.
 Raygram Corporation, 425 - 4th Ave., New York City _____ Redi-Mixt 720 Developer; 760 Developer; 020 Developer; 020 Replenisher; Ray-Del 4-Minute Developer; Fixer-Hardener.
 Sperry Color Co., 129 E. Grand River Ave., East Lansing, Mich. _____ Sperry Celluloid Solution; Sensitizer for Carbro; Sensitizer Bleach for Carbro.

CHRISTMAS CARD MOUNTINGS, FOLDERS AND ENVELOPES (See Greeting Card Mountings, Folders and Envelopes)**CIRKUT CAMERAS (See Cameras, Panoram)****CLIPS, FILM (See Film Clips, Hangers and Weights)****CLOTH BACKING FOR PHOTOGRAPHS**

Holliston Mills, Inc., Norwood, Mass. _____ Holliston Photo-Cloth.
 McLaurin-Jones Co., Brookfield, Mass. _____ Ideal Photo Mount.
 George Murphy, Inc., 57 E. 9th St., New York City _____ Eagle Backing Cloth.

COATINGS (See Bakelite Coatings; Rubber Coatings; Tank Coating Materials; Tray Coating Materials)**COLOR FILTER MOUNTS**

Albert Specialty Co., 231 S. Green St., Chicago, Ill. _____ Albert.
 Eastman Kodak Co., Rochester, N. Y. _____ Kodak; Wratten.

COLOR FILTERS (See Also Gelatine Sheets in Colors)

Agfa Anso, Binghamton, N. Y. _____ Agfa Light Filters and Safelight Glasses.
 Albert Specialty Co., 231 S. Green St., Chicago, Ill. _____ Albert—14 Colors, Various Sizes.
 Argus, Inc., 4th & William Sts., Ann Arbor, Mich. _____ Argus Optical Glass.
 Bausch & Lomb Optical Co., Rochester, N. Y. _____ Glass Type for Aerial Photography.
 Burrell Brooks, Inc., 120 W. 42nd St., New York City _____ Optochrom; 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; Imperial.
 Defender Photo Supply Co., Inc., Rochester, N. Y. _____ Gelatine, for Use with Varigam Paper.
 Eagle Photo Supply Co., 55-57 E. 9th St., New York City _____ Eagle Foreground.
 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.

Ilex Optical Co., Rochester, N. Y. _____ Ilex.
 Keystone Mfg. Co., 288 A St., Boston, Mass. _____ Keystone.
 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.
 Raygram Corporation, 425 - 4th Ave., New York City _____ Rothco Plastic.
 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 Processes)**
- COLOR RESISTS**
Peerless Color Laboratories, 11-13 Diamond Place, Rochester, N. Y. _____ Imperial Dodgit.
- COLOR TEMPERATURE METERS**
Eastman Kodak Co., Rochester, N. Y. _____ Eastman.
- COLOR WORK FOR THE TRADE**
Walter Gaehler Co., Peck Bldg., Syracuse, N. Y. _____ Handbrush Oils, Water Colors, Pastels.
A. A. Stone Co., 1492 W. 117th St., Cleveland, Ohio _____ Portrait Coloring by All Methods.
- COLORING ACCESSORIES (See Also Brushes, Red Sable for Coloring)**
Eastman Kodak Co., Rochester, N. Y. _____ Complete Line of Accessories.
Peerless Color Laboratories, 11-13 Diamond Place, Rochester, N. Y. _____ Peerless and Nicholson's
Palettes; Tools; Lamps; Sizeit Medium; Fixit for Setting Colors on Glossy Prints.
- 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; Re-touching 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**
Walter Gaehler Co., Peck Bldg., Syracuse, N. Y.
A. A. Stone Co., 1492 W. 117th St., Cleveland, Ohio.
- COPYING AND RESTORING FOR THE TRADE**
Walter Gaehler Co., Peck Bldg., Syracuse, N. Y.
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. _____ Litho-Twins; Copy Twins.
Folmer Graflex Corp., Rochester, N. Y. _____ Crown Laboratory Stand #2, 8x10; Photorecord Microfilm.
Johnson Ventlite Co., 4619 W. Harrison St., Chicago, Ill. _____ Copy Ventlites; 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., 116-18 W. 14th St., New York City _____ Simplex Shadowless Light; Simplex Copylight.
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., 120 W. 42nd St., New York City.

D

- DARKROOM LIGHTING EQUIPMENT (See Safelights)**
- DECKLE EDGE TRIMMING BOARDS**
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.
George Murphy, Inc., 57 E. 9th St., New York City _____ Garometer.
- 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 and C Developing Sets; Albert Travel-O-Kit; Master Developing Set.
Eastman Kodak Co., Rochester, N. Y. _____ Eastman Developing & Printing Outfits; Kodak Darkroom Outfits.
Fink-Roselle Co., Inc., 109 W. 64th St., New York City _____ F-R Photographic Roll Film Developing Outfit.
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.
- DEVELOPING OUTFITS FOR 50' AND 100' 35mm FILM**
Folmer Graflex Corp., Rochester, N. Y. _____ Stineman.
- DEVELOPING OUTFITS, PROFESSIONAL**
Sterling Photo Manufacturing Co., Beaver Falls, Pa. _____ Sterling Quality Porcelain Enamel, for Photo Finishing, Commercial and Professional Use.
- DIFFUSING CLOTH FOR LIGHTS**
Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Norwil.
James H. Smith & Sons Corp., Lake & Colfax Sts., Griffith, Ind. _____ Victor and Mellobeam Diffusing Screens.
Testrite Instrument Co., Inc., 57 E. 11th St., New York City _____ Fotolite Diffusion Cloths.

DIFFUSION DEVICES

Burleigh Brooks, Inc., 120 W. 42nd St., New York City _____ Duto Diffusion Discs.
 Eastman Kodak Co., Rochester, N. Y. _____ Eastman Diffusing Disks.
 Testrite Instrument Co., Inc., 57 E. 11th St., New York City _____ Fotolite Diffusing Clips.

DIRECT COLOR (3200°K) BULBS

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.

DIRECT COLOR PRINTS

Eastman Kodak Co., Rochester, N. Y. _____ From 35mm Kodachromes Only.
 Sperry Color Co., 129 E. Grand River Ave., East Lansing, Mich. _____ By Carbon, Carbro and Wash-Off Relief.

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

Defender Photo Supply Co., Inc., Rochester, N. Y. _____ Chromatone Toners and Materials; Flexichrome;
 Tri-Pac 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 Sheet Film.
 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.
 Raygram Corporation, 425-4th Ave., New York City _____ Iso-Color Materials.
 Sperry Color Co., 129 E. Grand River Ave., East Lansing, Mich. _____ Sperry Pigment Tissue; Celluloid
 Solution; Sensitizer for Carbon; Sensitizer Bleach for Carbro; Color Dyes; Prepared Imbibition
 Paper.

DIRECT COLOR PROCESSES

Defender Photo Supply Co., Inc., Rochester, N. Y. _____ Chromatone; Flexichrome.
 Eastman Kodak Co., Rochester, N. Y. _____ Wash-Off Relief.
 George Murphy, Inc., 57 E. 9th St., New York City _____ Trichrome Carbro.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Ilford.
 Raygram Corporation, 425-4th Ave., New York City _____ Iso-Color.
 Sperry Color Co., 129 E. Grand River Ave., East Lansing, Mich. _____ Sperry Carbon; Sperry Carbro.

DIVIDING BACKS

Folmer Graflex Corp., Rochester, N. Y. _____ For 3¼x4¼ and 4x5 Graflex, Speed Graphic, Crown
 View and Graphic View.
 Gundlach Manufacturing Corp., Fairport, N. Y. _____ For Korona and Other Cameras.
 George Murphy, Inc., 57 E. 9th St., New York City _____ Autotype Color Back.

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)**DRYERS (See Print Dryers)****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. _____ Pinakrytol
 Eastman Kodak Co., Rochester, N. Y. _____ ABC for Wash-Off Relief Film
 George Murphy, Inc., 57 E. 9th St., New York City _____ Autotype Trichrome
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ R-9 Aniline.
 Peerless Color Laboratories, 11-13 Diamond Place, Rochester, N. Y. _____ Peerless Aniline.
 Sperry Color Co., 129 E. Grand River Ave., East Lansing, Mich. _____ Sperry for Wash-Off Relief Film.

E**EDITORS, MOTION PICTURE**

Albert Specialty Co., 231 S. Green St., Chicago, Ill. _____ Beebe Editing Equipment.
 Fink-Roselieve Co., Inc., 109 W. 64th St., New York City _____ F-R Cine Action.
 Keystone Mfg. Co., 238 A St., Boston, Mass. _____ Keystone.

ELECTRIC PENCILS FOR SIGNING PRINTS

Burleigh Brooks, Inc., 120 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.

EMBOSSERS

Eastman Kodak Co., Rochester, N. Y. _____ Eastman Print.
 Sterling Photo Manufacturing Co., Beaver Falls, Pa. _____ Stokes.

ENLARGED PORTRAITS FOR THE TRADE

Walter Gaehler Co., Peck Bldg., Syracuse, N. Y.
 A. A. Stone Co., 1492 W. 117th St., Cleveland, Ohio.

ENLARGEMENTS, COMMERCIAL, FOR THE TRADE

Walter Gaehler Co., Peck Bldg., Syracuse, N. Y.
 A. A. Stone Co., 1492 W. 117th St., Cleveland, Ohio.

ENLARGER BULBS

Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ White Ray Opal; White Ray Three-Light.
 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); 50-100-150-watt 3-lite; 250-
 watt PS-30; 400-watt PS-35; 500 and 1000-watt T-20; 1000-watt PS-52; A-H6 (water-cooled mer-
 cury); 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.

ENLARGER COVERS (See Enlarger Helmets)**ENLARGER EASEL HOLDERS**

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

ENLARGER EASELS

Albert Specialty Co., 231 S. Green St., Chicago, Ill. _____ Viceroy; Trojan; Albert.
 Burleigh Brooks, Inc., 120 W. 42nd St., New York City _____ Bee Bee All-Metal.

- Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Luxor; Rexo.
Eagle Photo Supply Co., 55-57 E. 9th St., New York City _____ Rodson.
Eastman Kodak Co., Rochester, N. Y. _____ Kodak Miniature Paper Board; Kodak Masking Paper Board; Kodak 8x10 Metal Paper Board.
- 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.
Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Norwil Pliofilm.
Raygram Corporation, 425-4th Ave., New York City _____ Raygram.
- ENLARGER LENS BOARDS**
Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Solar 4x4; 2½x2½.
Eastman Kodak Co., Rochester, N. Y. _____ Kodak Precision.
- 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.
- ENLARGING MICRO FOCUS STRIPS**
Eagle Photo Supply Co., 55-57 E. 9th St., New York City _____ Eagle Focusing Strips.
- ENLARGER NEGATIVE CARRIERS**
Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Solar.
Eastman Kodak Co., Rochester, N. Y. _____ Kodak Glassless.
Folmer Graflex Corp., Rochester, N. Y. _____ Glassless; Combination Glass and Glassless for Variograph Enlarger.
- ENLARGER SHUTTERS**
Michigan Photo Shutter Co., 170 E. Water St., Kalamazoo, Mich. _____ Packard Enlarging & Copying Shutter No. 7.
- ENLARGER TIME INDICATORS**
Raygram Corporation, 425-4th Ave., New York City _____ Maxim.
- ENLARGER TIME SWITCHES**
Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Timit.
Raygram Corporation, 425-4th Ave., New York City _____ Lee.
- ENLARGERS**
Burleigh Brooks, Inc., 120 W. 42nd St., New York City _____ Praxidos; Autofocus Praxidos; Bee Bee Universal Rajah O; Bee Bee Rajafox O Autofocus.
Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Solar Model I 35mm; Solar Model II 2½x3½; Solar Model III 2½x3½ (less lens); Solar Model IV 3½x4¼; Solar Model 4x5; Solar Model 4x5C (condenser); Solar Model 5x7; Solar Models 4x5HDC and 5x7HDC (heavy duty condenser).
Chess-United Co., Madison Ave. & 29th St., New York City _____ Super-Multifax.
Dunker's Ve-Ja-De Products, Sainte Genevieve, Mo. _____ Dunker 1939 Model Reflecting Enlarger and Reducer for Direct Positive Paper; Vertical Reflecting Enlarger for Direct Positive Paper; "Professional" 5x7 Auto Focus Enlarger.
Eagle Photo Supply Co., 55-57 E. 9th St., New York City _____ Photo Compact.
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 Transparency Enlarger.
Fink-Roselieve Co., Inc., 109 W. 64th St., New York City _____ F-R.
Folmer Graflex Corp., Rochester, N. Y. _____ Graflex Variograph Enlarger; Crown Revolving Back Enlarger; Graflex Enlarger-Printer; Crown Enlarging Reducing and Copying Camera.
Gevaert Company of America, Inc., The, 423 W. 55th St., New York City _____ Gevaert Larja Printer.
Gundlach Manufacturing Corp., Fairport, N. Y. _____ Korona.
George Murphy, Inc., 57 E. 9th St., New York City _____ Royal Studio.
Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Norwil Enlarger.
Pako Corporation, Minneapolis, Minn. _____ Pako Over-size Printer.
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 Anseo, Binghamton, N. Y. _____ Delivery for Photo Finishers.
Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Rexo Glassine; Cellophane; Kraft; Manila.
Gevaert Company of America, Inc., The, 423 W. 55th St., New York City _____ Photo Finishing Delivery.
Norman-Willets Co., 318 Washington St., Chicago, Ill. _____ Delivery for Photo Finishers.
- ETCHING SCREENS (See Screens, Print-In for Texture and Etching Effects)**
- EXPOSURE METERS**
Argus, Inc., 4th & William Sts., Ann Arbor, Mich. _____ Argus Vest Pocket.
Burleigh Brooks, Inc., 120 W. 42nd St., New York City _____ Saymon-Brown; Lios-Scop; Lios Periscope and Grandoskop; Presto.
Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Leudi; Leudi Cine.
Chess-United Co., Madison Ave., at 29th St., New York City _____ Imperial.
Eagle Photo Supply Co., 55-57 E. 9th St., New York City _____ Lutrix; Wynne.
Fink-Roselieve Co., Inc., 109 W. 64th St., New York City _____ F-R.
George Murphy, Inc., 57 E. 9th St., New York City _____ Amato; Watkins.
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, ENLARGING**
Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Spot-O-Matic.
- EXPOSURE METERS, PHOTO-ELECTRIC**
Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Eos.
Fink-Roselieve Co., Inc., 109 W. 64th St., New York City _____ General Electric.
Raygram Corporation, 425-4th Ave., New York City _____ R.H.S. Electronic.
Weston Electrical Instrument Corp., Newark, N. J. _____ Weston Master, Junior and Cine Models.

FERROTYPE CAMERAS (See Cameras, Tintype)**FERROTYPE PLATES**

Agfa Anseo, Binghamton, N. Y. _____ Agfa.
 American Nickeloid Company, Peru, Ill. _____ American Bonded Chrome.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Rexo Chrome Steel; Chrome Brass;
 Black (light and heavy weight).
 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.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Rexo Liquid Polish; Rexo Hi-Gloss Paste.
 Eastman Kodak Co., Rochester, N. Y. _____ Kodak.
 George Murphy, Inc., 57 E. 9th St., New York City _____ Eagle.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Aucello.
 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. _____ Universal Film Chest.
 Burleigh Brooks, Inc., 120 W. 42nd St., New York City _____ Bee Bee Negative Files and Filette.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Watson 35mm and 120.
 Eastman Kodak Co., Rochester, N. Y. _____ Kodak Minifile Box; Kodak File Box for Miniature Negative;
 Kodak Miniature Negative Album.
 Raygram Corporation, 425 - 4th Ave., New York City _____ Fotocraft for 35mm and Sizes up to No. 120.
 Society for Visual Education, Inc., 100 E. Ohio St., Chicago, Ill. _____ Cans and Holders for 35mm Roll
 Film.
 Carn Zeiss, Inc., 485 - 5th Ave., New York City _____ Contax Negative Wallets.

FILM AERIAL

Agfa Anseo, Binghamton, N. Y. _____ Triple S Pan Aerial; S. S. Pan Aerial.
 Eastman Kodak Co., Rochester, N. Y. _____ Special Panchromatic Topographic; Super Sensitive Pan-
 chromatic 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

Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Rexo 8mm and 16mm Reels,
 Cans and Humidor Cases.
 Eastman Kodak Co., Rochester, N. Y. _____ Kodascope Reels and Cans.
 Fink-Roselleve Co., Inc., 109 W. 64th St., New York City _____ F-R Vaporator.
 Society for Visual Education, Inc., 100 E. Ohio St., Chicago, Ill. _____ S.V.E. Cans and Holders.
 Keystone Mfg. Co., 288 A St., Boston, Mass. _____ Keystone 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; Raysteel.

FILM CLEANING PREPARATIONS

Eastman Kodak Co., Rochester, N. Y. _____ Cine Film Cleaning Outfit.

FILM CLIPS, HANGERS AND WEIGHTS

Agfa Anseo, Binghamton, N. Y. _____ Agfa Film Clips.
 Albert Specialty Co., 231 S. Green St., Chicago, Ill. _____ Trojan Film 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-Roselleve Co., Inc., 109 W. 64th St., New York City _____ F-R Film Clips.
 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 Com-
 bination (Separation Negatives).
 Eastman Kodak Co., Rochester, N. Y. _____ Kodachrome-Roll and Cut Sheet; 16mm and 8mm Cine.

FILM, COMMERCIAL

Agfa Anseo, 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; Panchromatic Ortho Antihalation; Panatomic-X Antihalation; Super Ortho-Press
 Antihalation; Commercial Ortho Antihalation; Panchro-Press; Super Panchro-Press; Commercial;
 Commercial Antihalation; Commercial 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); Con-
 tact; Fine Grain Ordinary; Soft Ordinary; Process; Hypersensitive Panchromatic; Process Pan-
 chromatic; Fine Grain Panchromatic.

FILM DEVELOPING MACHINERY

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

FILM, DIRECT POSITIVE

Agfa Anseo, Binghamton, N. Y. _____ Direct Copy; Direct Duplicating.
 Eastman Kodak Co., Rochester, N. Y. _____ Kodak Direct Positive Panchromatic; 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 Film Dryer.

Eagle Photo Supply Co., 55-57 E. 9th St., New York City _____ Quick-Dry.

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

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

FILM FOR PHOTO-MECHANICAL PROCESSES

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

Reproolith Ortho Thin Base; Reprolith Thin Base; Reprolith Thin Base Matte.

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

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.

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

Process; Medium Commercial; Medium Commercial Ortho; Soft Gradation Panchromatic; Commer-

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

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.

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; Graflex; Graphic.

Gundlach Manufacturing Corp., Fairport, N. Y. _____ Korona.

FILM, MAGAZINE

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

Superpan Supreme.

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

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

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

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

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

Refillable Cartridges, in Refill Cartons, in 50' and 100' Rolls; Panchromosa; Panchromosa Micro-

gran; Express Superchrome.

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 Super-

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

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

Hypan Reversible; Twin 8mm Panchromatic 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; Kodachrome.

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

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

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

Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Ingento Graphic Style.

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

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

Gundlach Manufacturing Corp., Fairport, N. Y. _____ Korona.

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; Plus-X Panchromatic; Super Ortho-Press.

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 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; Triple S Ortho; Superpan Portrait; Super-

sensitive Plenachrome; Super-sensitive 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 Panthro

A.H.; Ultra Panthro 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.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. — Rexo 8mm and 16mm.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. — Norwil for 8mm and 16mm Film in Reels.
 Raygram Corporation, 425-4th Ave., New York City — Raygram.
- FILM REEL CLIPS, MOTION PICTURE**
 Albert Specialty Co., 231 S. Green St., Chicago, Ill. — Beebe.
- FILM, ROLL**
 Agfa Anseo, Binghamton, N. Y. — Agfa Plenachrome; Standard; Superpan Supreme; Superpan Press; Finopan; Infra-Red.
 Eastman Kodak Co., Rochester, N. Y. — Kodak Verichrome; Panatomic X; Super XX Panatomic; Plus-X Panchromatic; Regular.
 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 Selochrome; Hypersensitive Panchromatic; Infra-Red.
- FILM SPLICERS, MOTION PICTURE**
 Eastman Kodak Co., Rochester, N. Y. — Kodascope Junior; Kodascope Universal.
 Fink-Roselieve Co., Inc., 109 W. 64th St., New York City — F.R.
 Keystone Mfg. Co., 288 A St., Boston, Mass. — Keystone.
- FILM SUBJECTS FOR LIBRARIES, MOTION PICTURE**
 Eastman Kodak Co., Rochester, N. Y. — Eastman Teaching Films.
- FILM SUBJECTS FOR LIBRARIES, SINGLE FRAME FILMSTRIPS**
 Society for Visual Education, Inc., 100 E. Ohio St., Chicago, Ill. — Picturols and Double Frame Filmstrips.
- FILM SUBJECTS FOR LIBRARIES, 2x2 SLIDES**
 Society for Visual Education, Inc., 100 E. Ohio St., Chicago, Ill. — Kodachrome Transparencies.
- FILM VIEWERS (See Visualizers)**
- FILM WASHERS**
 Albert Specialty Co., 231 S. Green St., Chicago, Ill. — Trojan.
 Eagle Photo Supply Co., 55-57 E. 9th St., New York City — Trox.
 Eastman Kodak Co., Rochester, N. Y. — Eastman Sheet Film Washing Tank.
- FILM, X-RAY DENTAL AND SURGICAL**
 Agfa Anseo, Binghamton, N. Y. — Agfa High-Speed X-Ray; Non-Screen X-Ray; Fluorapid; Direct Duplicating.
 Eastman Kodak Co., Rochester, N. Y. — Eastman Blue Brand Ultra-Speed X-ray; Eastman Industrial X-ray; Eastman Ultra-Speed Safety X-ray; Eastman No-Screen Safety X-ray; Eastman R-P Periapical Dental (Rapid Processing); Eastman Radia-Tized Dental X-ray; Eastman Bite-Wing Dental X-ray; Eastman Oculusal Dental X-ray.
 Gevaert Company of America, Inc., The, 423 W. 55th St., New York City — Gevaert X-Ray Screen.
- FILTERS (See Color Filters; Viewing Filters)**
- FINE GRAIN DEVELOPERS**
 Agfa Anseo, Binghamton, N. Y. — Finex; Fine-Grain Tube; Agfa 17 Prepared.
 Defender Photo Supply Co., Inc., Rochester, N. Y. — Defender 777 Panthermic (Harold Harvey Formula).
 Eagle Photo Supply Co., 55-57 E. 9th St., New York City — Eagle.
 Eastman Kodak Co., Rochester, N. Y. — Eastman DK-20; DK-60a.
 Fink-Roselieve Co., Inc., 109 W. 64th St., New York City — X-33; GDx.
 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.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. — Dr. Charles' G-9 Ultrafine.
 Raygram Corporation, 425-4th Ave., New York City — Red-Mixt 020; Ray-Del.
- FIXERS (See Chemicals, Photographic)**
- FLASH BAGS**
 George Murphy, Inc., 57 E. 9th St., New York City — Eagle.
- FLASH BULBS**
 General Electric Co., Nela Park, Cleveland, Ohio — G-E Mazda Synchro-Press No. 5 (Midget), No. 11, No. 16A, No. 21, No. 21B (Blue); Focal Plane No. 6 (Midget), No. 31; Photoflash No. 50, No. 75.
 Wabash Photolamp Corp., 385 Carroll St., Brooklyn, N. Y. — Wabash Superflash Press 25, No. 0, Press 40, Press 50, No. 2, No. 2A, No. 3X, No. 3 Standard Line Flash Bulbs; Daylight Blue Superflash No. 0B; No. 40B, No. 2B, No. 3B for Color Photography; Infra-Red Superflash Blackout Bulbs.
- 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.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. — Norwil Triple-Flash.
 James H. Smith & Sons Corp., Lake & Colfax Sts., Griffith, Ind. — Victor; Dependable; Caywood.
 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**
 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)**
- FLOOD BULBS**
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ White Ray Opal.
 General Electric Co., Nela Park, Cleveland, Ohio _____ G-E Mazda Inside Frosted No. 1, No. 2, No. 4;
 R2 Reflector Flood; Daylight No. 1B, No. 2B, No. 4B.
 Wabash Photolamp Corp., 335 Carroll Ave., Brooklyn, N. Y. _____ Wabash Superflood No. 1, No. 2, No. 4
 Standard Line; Daylight Blue Superflood No. B1, No. B2, No. B4 for Color Photography.
- FLUORESCENT LAMP EQUIPMENTS**
 Beattie's Hollywood Hi-Lite Co., Hollywood, Calif. _____ Fluorescent Floodlites; Fluorescent Lighting Systems.
 Johnson Ventlite Co., 4619 W. Harrison St., Chicago, Ill. _____ Single 15 Fluorescent Hilitite and Copy Ventlite; Twin 15 and Triple 15 Portable Flood and Quintet 15 Home Portrait Ventlite Skillite, all with carrying cases; Single 30 Modeling and Copy Ventlites; Twin 30, Triple 30 and Quad 30 Modeling Ventlites; Ceiling Type Quad 30 Modeling Ventlite; Sextet 20, Quad 30, Sextet 30 and Octet 30 Ventlite Skillites; Twin 30, Triple 30 and Quad 30 Wide-Angle Overheads; Quad 30 Conversion Units for Overhead Indirect Flood Ventlites.
 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.
- 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.
 Gundlach Manufacturing Corp., Fairport, N. Y. _____ Korona.
 George Murphy, Inc., 57 E. 9th St., New York City _____ No Blow.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Perfecto.
- FOCUSING MAGNIFIERS (See Also Reading Glasses)**
 Bausch & Lomb Optical Co., Rochester, N. Y. _____ Bausch & Lomb.
 Burlingh Brooks, Inc., 120 W. 42nd St., New York City _____ Lios Periscope; Brooks & Bee.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Ingento.
 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.
 Gundlach Manufacturing Corp., Fairport, N. Y. _____ Globe.
 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., 485-5th Ave., New York City _____ Zeiss.
- FOLDERS (See Mounts and Mountings)**
- FOOT SWITCHES**
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Luxor Mercury 1000-Watt, 1500-watt; Solar Table-Top with Triple Intensity Socket.
 Eagle Photo Supply Co., 55-57 E. 9th St., New York City _____ Nork.
 George Murphy, Inc., 57 E. 9th St., New York City _____ Eagle.
 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; Photograph Cases, Art Leather)**
 Eastman Kodak Co., Taprell Loomis Division, 1727 Indiana Ave., Chicago, Ill.
 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**
 Walter Gaehler Co., Peck Bldg., Syracuse, N. Y. _____ Any Size and Style.
 Winthrop-Atkins Co., Inc., Middleboro, Mass. _____ Regular and Matched Corner with Lock Easel.
- FUNNELS**
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Rexo Glass; Porcelain Steel Enamel.
 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.
 Raygram Corporation, 425-4th Ave., New York City _____ Raygram Shatterproof Glass.

G

- GELATINE SHEETS IN COLORS**
 Beattie's Hollywood Hi-Lite Co., Hollywood, Calif. _____ 20"x24" Sheets.
 Eastman Kodak Co., Rochester, N. Y. _____ Wratten.
- GLASS, CONVEX, OVAL, OCTAGON, ETC.**
 Walter Gaehler Co., Peck Bldg., Syracuse, N. Y.
- GLASS CUTTERS**
 George Murphy, Inc., 57 E. 9th St., New York City _____ Sure Cut.
- GLOVES FOR PHOTOGRAPHIC USE**
 Burlingh Brooks, Inc., 120 W. 42nd St., New York City _____ Bee Bee Photographic Mittens.

GRADUATES

Agfa Ansco, Binghamton, N. Y. _____ Agfa.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Rexo Glass; Porcelain Steel Enamel.
 Eastman Kodak Co., Rochester, N. Y. _____ Eastman; Eastko Tumbler; Eastman Visible.
 Fink-Roselieve Co., Inc., 109 W. 64th St., New York City _____ F-R
 Medo Photo Supply Corp., 15 W. 47th St., New York City _____ Empire Glass.
 George Murphy, Inc., 57 E. 9th St., New York City _____ Two Lip Etched.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Norwil Glass and Enamel.
 Raygram Corporation, 425-4th Ave., New York City _____ Raygram Shatterproof Glass.

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.
 Mallinckrodt Chemical Works, 2nd & Mallinckrodt Sts., St. Louis, Mo. _____ Photo-Engraving; Lithographic; 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.

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.
 George Murphy, Inc., 57 E. 9th St., New York City _____ Hance's.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Aucello.

GROUND GLASSES

Bausch & Lomb Optical Co., Rochester, N. Y. _____Bausch & Lomb, for Photo-Micro Cameras.
 Chess-United Co., Madison Ave. & 29th St., New York City _____Chess-United.
 Eastman Kodak Co., Rochester, N. Y. _____ Eastman.
 Gundlach Manufacturing Corp., Fairport, N. Y. _____ Korona.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Norwil.

H**HAND LAMPS**

Albert Specialty Co., 231 S. Green St., Chicago, Ill. _____ Realite Hand Flash.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Luxor Hand Flash; Rexo Hand Flash.
 Johnson Ventlite Co., 4619 W. Harrison St., Chicago, Ill. _____ Hillite 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.
 Testrite Instrument Co., Inc., 57 E. 11th St., New York City _____ Fitolites with Clamp and Handle.

HARDENERS

Defender Photo Supply Co., Inc., Rochester, N. Y. _____ Defender 11-FH.
 Eastman Kodak Co., Rochester, N. Y. _____ Kodak Liquid; Kodak Hardening Powders.
 Fink-Roselieve Co., Inc., 109 W. 64th St., New York City _____ Hardenol.
 George Murphy, Inc., 57 E. 9th St., New York City _____ Ilford.

HEAD SCREENS

Eastman Kodak Co., Rochester, N. Y. _____ Eastman.
 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.
 George Murphy, Inc., 57 E. 9th St., New York City _____ Rotogravure.
 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 VATS

David C. Brown Co., 17532 Wisconsin Ave., Detroit, Mich. _____ Rubber Lined.
 Sterling Photo Manufacturing Co., Beaver Falls, Pa. _____ Sterling Quality Porcelain Enamel.

I**IDENTIFICATION OUTFITS (See Cameras, Identification)****INCANDESCENT BULB TESTERS**

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

INCANDESCENT BULBS 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.

INCANDESCENT LAMPS, PHOTOGRAPHIC (See Blackout Bulbs; Direct Color (3200°K) Bulbs; Enlarger Bulbs; Flash Bulbs; Flood Bulbs; Incandescent Bulbs for General Studio Lighting; Infra-Red Heat-Drying Bulbs; Motion Picture Bulbs; Projector Bulbs; Reflector Bulbs (Self-Reflecting Type); Spot Light Bulbs; Ultra Violet Bulbs)

INCANDESCENT LIGHTING OUTFITS

Agfa Ansoco, Binghamton, N. Y. — Agfalite.
Albert Specialty Co., 231 S. Green St., Chicago, Ill. — Realite Stand-Type Units; Besbee Illuminator.
Beattie's Hollywood Hi-Lite Co., Hollywood, Calif. — Maxipan; Portopan; News-Reel; Fresnel Spotlights; Boom-Lites; Hi-Key and Hi-Lites.
Burleigh Brooks, Inc., 120 W. 42nd St., New York City — Bee Bee Photo-Flood-Spot; Bee Bee Foco-Flood Lights; Bee Bee Flex-A-Lite.
Burke & James, Inc., 223 W. Madison St., Chicago, Ill. — Twin Light Stand with Reflectors, Simplex Jr., No. 1, No. 2 and Mogul Reflectors—Rexo No. 10.
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 Skilite; Quad K Ventlite Skilite; Quad U Ventlite Skilite; Hlite Ventlite Jr.; Studio Modeling Ventlite; Double and Quadruple Cine Ventlite Outfits; Ceiling Ventlites; Photoflash-Photoflood Professional Precision Angle Ventlites; Copy Ventlites.
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 Auxilliary Lite; Hi-Power Floor & Back Lite; Perkins Hi-Power CP-15 Mazda Floodlight; Perkins Hi-Power Mazda Spotlight; Perkins Junior Spotlight; 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.
Testrite Instrument Co., Inc., 57 E. 11th St., New York City — Fotolites—Portrait, Studio, Commercial, Motion Picture—Professional and Amateur, with Stands.

INFRA-RED HEAT DRYING BULBS

Wabash Photolamp Corp., 335 Carroll St., Brooklyn, N. Y. — Birdseye Infra-Red 250-watt PS30, 250-watt G30; 250-watt "Sealed-Silver" Reflector Lamps.

INTENSIFIERS

Agfa Ansoco, Binghamton, N. Y. — Agfa Copper; Liquid Mercury Preparation.
Burke & James, Inc., 223 W. Madison St., Chicago, Ill. — Rexo Intensitive.
Defender Photo Supply Co., Inc., Rochester, N. Y. — Defender.
Eagle Photo Supply Co., 55-57 E. 9th St., New York City — Strengtho.
Eastman Kodak Co., Rochester, N. Y. — Eastman.
James H. Smith & Sons Corp., Lake & Colfax Sts., Griffith, Ind. — Victor.

K

KODACHROME ADAPTERS

Burke & James, Inc., 223 W. Madison St., Chicago, Ill. — Korelle Bantam Size; Bantam Ciro-flex.
Eastman Kodak Co., Rochester, N. Y. — For Kodak Recomar or Precision Enlarger.

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.
Argus, Inc., 4th & William Sts., Ann Arbor, Mich. — Argus Rapid.
Burke & James, Inc., 223 W. Madison St., Chicago, Ill. — Rexo Protect-O-Frames.
Eastman Kodak Co., Rochester, N. Y. — Eastman.
Society for Visual Education, Inc., 100 E. Ohio St., Chicago, Ill. — S.V.E. for Double-Frame 35mm Film.

LANTERN SLIDE BINDING TAPE

Burke & James, Inc., 223 W. Madison St., Chicago, Ill. — Ideal Binding Strips and Tape.
Eagle Photo Supply Co., 55-57 E. 9th St., New York City — Eagle Binding Strips.
Eastman Kodak Co., Rochester, N. Y. — Kodak Binding Tape.

LANTERN SLIDE BOXES (See Lantern Slide Files)

LANTERN SLIDE COLORS

Peerless Color Laboratories, 11-13 Diamond Place, Rochester, N. Y. — Peerless Transparent; Imperial Transparent.

LANTERN SLIDE COVER GLASSES

Argus, Inc., 4th & William Sts., Ann Arbor, Mich. — Argus.
Burke & James, Inc., 223 W. Madison St., Chicago, Ill. — Rexo.
Eagle Photo Supply Co., 55-57 E. 9th St., New York City — Eagle.
Eastman Kodak Co., Rochester, N. Y. — Eastman.
Norman-Willets Co., 318 W. Washington St., Chicago, Ill. — Norwil.
Society for Visual Education, Inc., 100 E. Ohio St., Chicago, Ill. — S.V.E. 2x2.

LANTERN SLIDE FILES

Bausch & Lomb Optical Co., Rochester, N. Y. — Miniature Library for 2x2 Slides.
Eastman Kodak Co., Rochester, N. Y. — Eastman Lantern Slide Boxes; Kodak Ready-Mount Compartment File; Kodaslide Sequence File.
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.

Business Promotion and Photo Finishing

(None of these will be delivered from the platform)

AT the last two Conventions excellent programs on the above subjects were presented. Attendance at these lectures was ridiculously small despite the thousands of people attending the Conventions. Obviously these features were being neglected because everyone knew they would be reported in full in the *Convention Report*, while many other things were going on simultaneously which could not be so reported. Certainly the two subjects were much too important to drop but it was ridiculous for The Association to spend large sums bringing speakers long distances to speak before a dozen or 20 people, nor was it fair to the speakers themselves. So this year a new method is being tried. The subjects the Board would otherwise have had discussed from the platform have been prepared in the form of written articles by the same people who would have presented them. The articles will be in the *Report* (better written and in greater detail than if reported by the stenographers) and Convention week time is saved for other purposes. Here are the titles and the authors, each of whom will receive five Merits. Each article will run from 3,000 to 5,000 words and is the result of the practical experience of the writer. There may still be others but, of these, five have been delivered and accepted and the balance are assured. They will make the *Convention Report* more valuable than ever before.

Business Promotion

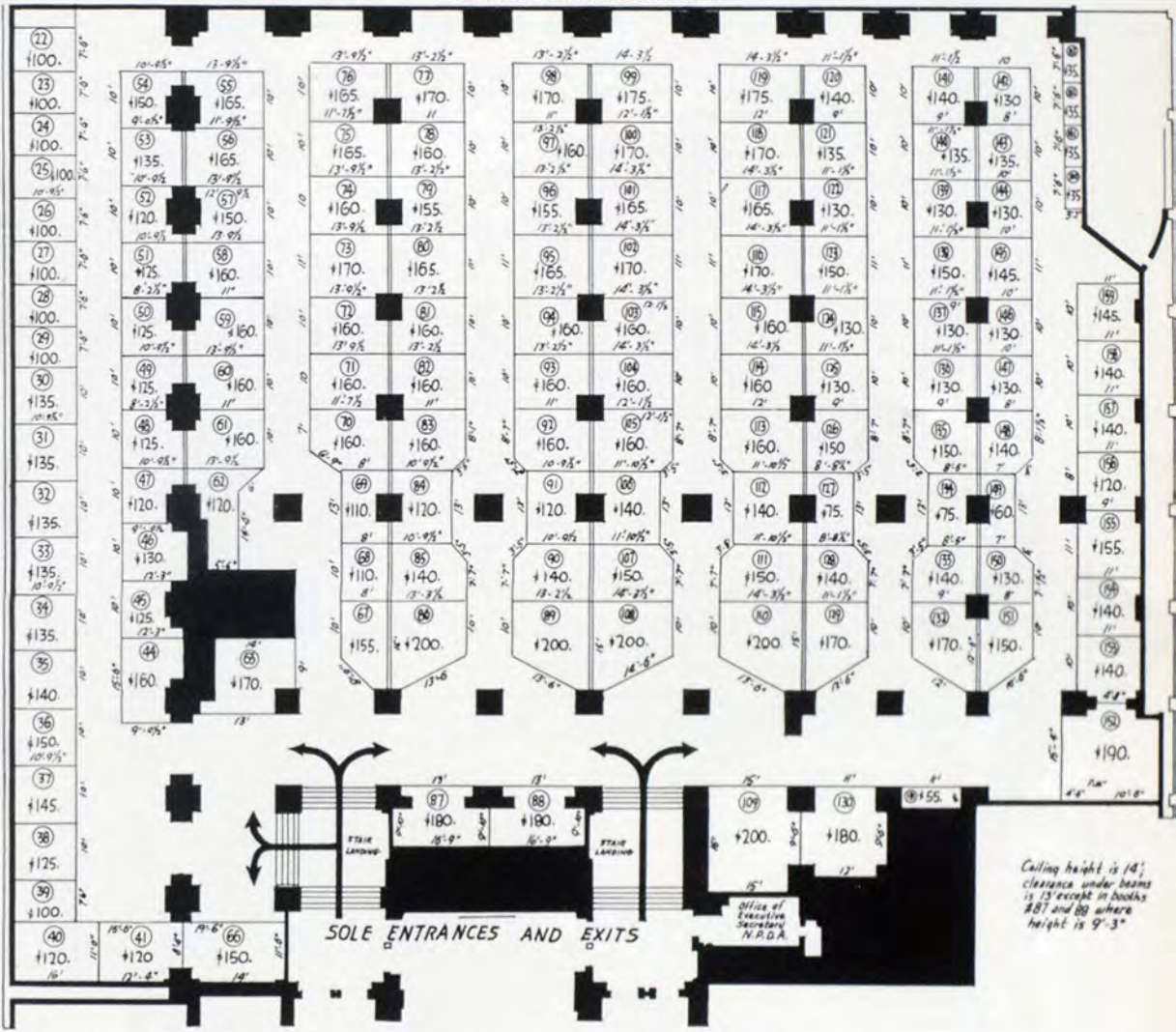
1. Morton Harvey, Ponca City, Okla.: "An Easterner Goes Western."
2. Bryce Perkins, West Columbia, Texas: "Commercial Photographic Business within the reach of the Small-Town Studio."
3. Gordon Karl Todd, Van Wert, Ohio: "Legal Photography Can Be Profitable in a Small Town."
4. C. L. Voss, Fargo, N. Dak.: "Can a Portrait Photographer Use Radio Profitably?"

Photo Finishing

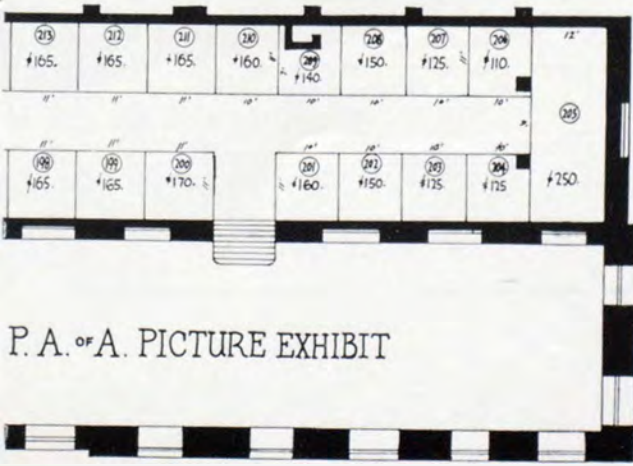
1. Arthur E. Carter, Luling, Texas: "Promoting Photo Finishing and Selling Expensive Cameras in a Small Town."
2. Eugene A. Hancock, Loveland, Colo.: "Methods a Small-Town Studio Can Use to Create More Photo Finishing."
3. Roy S. Hunt, Portland, Ind.: "Photo Finishing in a Small Town Studio."
4. C. R. Moen, La Crosse, Wis.: "Competing Successfully with the Mail Order Finisher."
5. N. P. King, Jamestown, N. D.: "Photo Finishing and the Studio."

TRADE SHOW

Photographic Society
of America Print Exhibit



All Registrations out here



**Booth Numbers
Commence with 22**

**See Following
Pages for Complete
List of
Exhibitors**

P. A. OF A. PICTURE EXHIBIT

Exhibitors in the Trade Show

● Because the Trade Show 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, 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 number of the last-minute exhibitors will be missing.

Page One

Name and City	Booth Numbers
Irvin I. Aaron & Associates, Inc., Milwaukee, Wis.	135
Charles Abel Incorporated, Cleveland, Ohio	218
Acme-Lite Manufacturing Co., Chicago, Ill.	136
Agfa Ansco, Binghamton, N. Y.	232 to 239
Albert Specialty Co., Chicago, Ill.	44 & 45
Amberg File & Index Co., Kankakee, Ill.	28
American Bolex Co., Inc., New York City	80 to 83
American Nickeloid Co., Peru, Ill.	145
Ampro Corporation, Chicago, Ill.	103
Arel Photo Supply, St. Louis, Mo.	112 & 113
Argus, Incorporated, Ann Arbor, Mich.	60 to 62
Arkay Laboratories, Milwaukee, Wis.	30
Bausch & Lomb Optical Co., Rochester, N. Y.	240
Beattie's Hollywood Hi-Lite Co., Hollywood, Calif.	57
Bell & Howell Co., Chicago, Ill.	63
M. Black Manufacturing Co., Philadelphia, Pa.	216
Blum's Photo Arts, Inc., Chicago, Ill.	66
O. S. Braunstein Photographic Specialties, Philadelphia, Pa.	160
Build-A-Book Corp., Chicago, Ill.	196
Burke & James, Inc., Chicago, Ill.	89 to 92
California Card Manufacturing Co., San Francisco, Calif.	203
Camera Appliance Corp., Chicago, Ill.	131
Candid Camera Corporation of America, Chicago, Ill.	75-A
Castle Films, Inc., New York City	104 & 105
Chicago Associated Photographers	206
Chilcote Company, Cleveland, Ohio	221 & 222
Credit Bureau for N. P. D. A.	162
Da-Lite Screen Co., Chicago, Ill.	107
Decorative Arts Guild Corp., Chicago, Ill.	99
Decorative Background Co., Chicago-Cicero, Ill.	142 & 143
Defender Photo Supply Co., Rochester, N. Y.	223 to 229 & 231
DeJur-Amsco Corp., Shelton, Conn.	101 & 102
DeVry Corporation, Chicago, Ill.	158 & 159
Eagle Photo Supply Co., New York City	106
Eastman Kodak Company, Rochester, N. Y.	165 to 176 & 178 to 194
Elwood Pattern Works, Inc., Indianapolis, Ind.	114
Emby Products Co., Los Angeles, Calif.	148
Excel Movie Products, Chicago, Ill.	96
Federal Manufacturing & Engineering Corp., Brooklyn, N. Y.	108
Fink-Roselieve Co., Inc., New York City	84 to 86
Folmer Graflex Corp., Rochester, N. Y.	197 & 198
Franklin Photographic Industries, Chicago, Ill.	47
General Advertising Publishers, Chicago, Ill.	161
General Electric Co., Cleveland, Ohio	34 to 36
General Electric Co., Schenectady, N. Y.	37 & 38
Herbert George Co., Chicago, Ill.	147
Gevaert Company of America, Inc., New York City	130
G-M Laboratories, Inc., Chicago, Ill.	70
C. P. Goerz American Optical Co., New York City	69

Exhibitors in the Trade Show

Page Two

Name and City	Booth Numbers
Gross Photo Supply Co., Toledo, Ohio	217
Gundlach Manufacturing Corp., Fairport, N. Y.	177
Halldorson Company, Chicago, Ill.	210 & 211
Haloid Company, Rochester, N. Y.	219 & 220
Hammer Dry Plate & Film Co., St. Louis, Mo.	199
Harrison & Harrison, Hollywood, Calif.	27
Heiland Research Corp., Denver, Colo.	40
Hite Photo Service, Detroit, Mich.	116
Holliston Mills, Inc., Norwood, Mass.	202
Hornstein Photo Sales, Chicago, Ill.	132 & 133
Philip A. Hunt Co., Brooklyn, N. Y.	123
Ilex Optical Co., Rochester, N. Y.	95
Intercontinental Marketing Corp., New York City	151
Johnson Ventlite Co., Chicago, Ill.	207 & 208
Kalart Company, New York City	149
Keystone Manufacturing Co., Boston, Mass.	58 & 59
Louis Lefkowitz & Bros., New Brunswick, N. J.	150
E. Leitz, Inc., New York City	98
Lenco Photo Sales, Detroit, Mich.	24
Mallinckrodt Chemical Works, St. Louis, Mo.	109
Walter A. McCabe Co., East Haddam, Conn.	201
S. Mendelsohn, Bloomfield, N. J.	51
Miles Kedex Co., Leominster, Mass.	138
Minicam Magazine, Cincinnati, Ohio	94
Mirotext Products, St. Louis, Mo.	146
Mostow Company, Chicago, Ill.	93
Motion Picture Screen & Accessories Co., New York City	125
George Murphy, Inc., New York City	195
National Photocolor Corp., New York City	46
Fred Neubauer, Brooklyn, N. Y.	127
Newcomb-Macklin Co., Chicago, Ill.	209
Norman-Willets Co., Chicago, Ill.	152
Northern Optical Co., Milwaukee, Wis.	48
Omnicolor Pictures Corp., Los Angeles, Calif.	204
Pako Corporation, Minneapolis, Minn.	110, 111, 128, 129
Pauney Publishing Co., New York City	155
Photo Technique, New York City	41-A
Photogenic Machine Co., Youngstown, Ohio	213 & 214
Photographic Trade News, New York City	157
Popular Photography, Chicago, Ill.	75-B to 78-A
Radiant Lamp Corp., Newark, N. J.	115
Radiant Screen Manufacturing Corp., Chicago, Ill.	25 & 26
Raygram Corporation, New York City	134
Reading Laboratories, Inc., Boston, Mass.	230
Rennert & Voss, New York City	156
Revere Camera Co., Chicago, Ill.	118 & 119
Sage Manufacturing Co., Inc., Buffalo, N. Y.	215
Service Boot & Legging Co., New York City	56
James H. Smith & Sons Corp., Griffith, Ind.	141
Society for Visual Education, Inc., Chicago, Ill.	88
States Salvage Co., Lima, Ohio	29
Erich Student, Cleveland, Ohio	163
A. Sussman & Co., Philadelphia, Pa.	121
Testrite Instrument Co., New York City	22 & 23
Triak Color Laboratories, New York City	140
Universal Camera Corp., New York City	71
U. S. Camera Publishing Co., New York City	87

Exhibitors in the Trade Show

Page Three

Name and City	Booth Numbers
Ver Halen Publications, Hollywood, Calif.	144
Victor Animatograph Corp., Davenport, Iowa	153 & 154
Wabash Photolamp Corp., Brooklyn, N. Y.	67 & 68
Westinghouse Lamp Division, Bloomfield, N. J.	73 & 74
Weston Electrical Instrument Corp., Newark, N. J.	31
Willoughby's, New York City	97
Winona School of Photography, Winona Lake, Ind.	53 & 54
Winthrop-Atkins Co., Middleboro, Mass.	200
Wollensak Optical Co., Rochester, N. Y.	212
Carl Zeiss, Inc., New York City	32 & 33
F. Zimmerman Co., Cleveland, Ohio	205

Basement Exhibition Hall

Booth Numbers	Name and City
22 & 23	Testrute Instrument Co., New York City
24	Lenco Photo Sales, Detroit, Mich.
25 & 26	Radiant Screen Manufacturing Corp., Chicago, Ill.
27	Harrison & Harrison, Hollywood, Calif.
28	Amberg File & Index Co., Kankakee, Ill.
29	States Salvage Co., Lima, Ohio
30	Arkay Laboratories, Milwaukee, Wis.
31	Weston Electrical Instrument Corp., Newark, N. J.
32 & 33	Carl Zeiss, Inc., New York City
34 to 36	General Electric Co., Cleveland, Ohio
37 & 38	General Electric Co., Schenectady, N. Y.
40	Heiland Research Corp., Denver, Colo.
41-A	Photo Technique, New York City
44 & 45	Albert Specialty Co., Chicago, Ill.
46	National Photocolor Corp., New York City
47	Franklin Photographic Industries, Chicago, Ill.
48	Northern Optical Co., Milwaukee, Wis.
51	S. Mendelsohn, Bloomfield, N. J.
53 & 54	Winona School of Photography, Winona Lake, Ind.
56	Service Boot & Legging Co., Inc., New York City
57	Beattie's Hollywood Hi-Lite Co., Hollywood, Calif.
58 & 59	Keystone Manufacturing Co., Boston, Mass.
60 to 62	Argus, Incorporated, Ann Arbor, Mich.
63	Bell & Howell Co., Chicago, Ill.
66	Blum's Photo Arts, Inc., Chicago, Ill.
67 & 68	Wabash Photolamp Corp., Brooklyn, N. Y.
69	C. P. Goerz American Optical Co., New York City
70	G-M Laboratories, Inc., Chicago, Ill.
71	Universal Camera Corp., New York City
73 & 74	Westinghouse Lamp Division, Bloomfield, N. J.
75-A	Candid Camera Corporation of America, Chicago, Ill.
75-B to 78-A	Popular Photography, Chicago, Ill.
80 to 83	American Bolex Co., Inc., New York City
84 to 86	Fink-Roselieve Co., Inc., New York City
87	U. S. Camera Publishing Co., New York City
88	Society for Visual Education, Inc., Chicago, Ill.
89 to 92	Burke & James, Inc., Chicago, Ill.
93	Mostow Company, Chicago, Ill.
94	Mincam Magazine, Cincinnati, Ohio
95	Ilex Optical Co., Rochester, N. Y.

Exhibitors in the Trade Show

Page Four

Booth Numbers	Name and City
96	Excel Movie Products, Chicago, Ill.
97	Willoughby's, New York City
98	E. Leitz, Inc., New York City
99	Decorative Arts Guild Corp., Chicago, Ill.
101 & 102	DeJur-Amsco Corp., Shelton, Conn.
103	Ampro Corporation, Chicago, Ill.
104 & 105	Castle Films, Inc., New York City
106	Eagle Photo Supply Co., New York City
107	Da-Lite Screen Co., Chicago, Ill.
108	Federal Manufacturing & Engineering Corp., Brooklyn, N. Y.
109	Mallinckrodt Chemical Works, St. Louis, Mo.
110 & 111	Pako Corporation, Minneapolis, Minn.
112 & 113	Arel Photo Supply, St. Louis, Mo.
114	Elwood Pattern Works, Inc., Indianapolis, Ind.
115	Radiant Lamp Corp., Newark, N. J.
116	Hite Photo Service, Detroit, Mich.
118 & 119	Revere Camera Co., Chicago, Ill.
121	A. Sussman & Co., Philadelphia, Pa.
123	Philip A. Hunt Co., Brooklyn, N. Y.
125	Motion Picture Screen & Accessories Co., Inc., New York City
127	Fred Neubauer, Brooklyn, N. Y.
128 & 129	Pako Corporation, Minneapolis, Minn.
130	Gevaert Company of America, Inc., New York City
131	Camera Appliance Corp., Chicago, Ill.
132 & 133	Hornstein Photo Sales, Chicago, Ill.
134	Raygram Corporation, New York City
135	Irvin I. Aaron & Associates, Inc., Milwaukee, Wis.
136	Acme-Lite Manufacturing Co., Chicago, Ill.
138	Miles Kedex Co., Leominster, Mass.
140	Triark Color Laboratories, New York City
142 & 143	Decorative Background Co., Chicago-Cicero, Ill.
144	Ver Halen Publications, Hollywood, Calif.
145	American Nickeloid Co., Peru, Ill.
146	Mirotex Products, St. Louis, Mo.
147	Herbert George Co., Chicago, Ill.
148	Emby Products Co., Los Angeles, Calif.
149	Kalart Company, New York City
150	Louis Lefkowitz & Bros., New Brunswick, N. J.
151	Intercontinental Marketing Corp., New York City
152	Norman-Willets Co., Chicago, Ill.
153 & 154	Victor Animatograph Corp., Davenport, Iowa
155	Pauney Publishing Co., New York City
156	Rennert & Voss, New York City
157	Photographic Trade News, New York City
158 & 159	DeVry Corporation, Chicago, Ill.
160	O. S. Braunstein Photographic Specialties, Philadelphia, Pa.
161	General Advertising Publishers, Chicago, Ill.
162	Credit Bureau for N. P. D. A., New York City
163	Erich Student, Cleveland, Ohio

Second Floor

165 to 176	Eastman Kodak Company, Rochester, N. Y.
177	Gundlach Manufacturing Corp., Fairport, N. Y.
178 to 194	Eastman Kodak Company, Rochester, N. Y.
195	George Murphy, Inc., New York City
196	Build-A-Book Corp., Chicago, Ill.
197 & 198	Folmer Graflex Corp., Rochester, N. Y.

Exhibitors in the Trade Show

Page Five

Booth Numbers	Name and City
199	Hammer Dry Plate & Film Co., St. Louis, Mo.
200	Winthrop-Atkins Co., Middleboro, Mass.
201	Walter A. McCabe Co., East Haddam, Conn.
202	Holliston Mills, Inc., Norwood, Mass.
203	California Card Manufacturing Co., San Francisco, Calif.
204	Omnicolor Pictures Corp., Los Angeles, Calif.
205	F. Zimmerman Co., Cleveland, Ohio
206	Chicago Associated Photographers
207 & 208	Johnson Ventlite Co., Chicago, Ill
209	Newcomb-Macklin Co., Chicago, Ill.
210 & 211	Halldorson Company, Chicago, Ill.
212	Wollensak Optical Co., Rochester, N. Y.
213 & 214	Photogenic Machine Co., Youngstown, Ohio
215	Sage Manufacturing Co., Inc., Buffalo, N. Y.
216	M. Black Manufacturing Co., Philadelphia, Pa.
217	Gross Photo Supply Co., Toledo, Ohio
218	Charles Abel Incorporated, Cleveland, Ohio
219 & 220	Haloid Company, Rochester, N. Y.
221 & 222	Chilcote Company, Cleveland, Ohio
223 to 229	Defender Photo Supply Co., Rochester, N. Y.
230	Reading Laboratories, Inc., Boston, Mass.
231	Defender Photo Supply Co., Rochester, N. Y.
232 to 239	Agfa Ansco, Binghamton, N. Y.
240	Bausch & Lomb Optical Co., Rochester, N. Y.

Once Again We Meet

(Continued from page 15)

we wouldn't want everybody to know about it, we might tip you off confidentially that so far as the daily programs are concerned, cutting out just one sheet will give you—whether you are a photographer or a dealer—all essential information: when, where and what. The rest of the issue you could keep in your room to read over at your convenience. Then,

too, you will be sure to have it when you return home instead of probably leaving it somewhere around the Hotel.

We shall not go into detail about the Conventions and other activities in this introduction as we have in the past. After all, everything is adequately covered elsewhere and, for a change, we want to devote all the editorial space that remains to the articles and departments which are standard features of this journal.

Chicago Associated Photographers

MEMBERS of this organization—the Portrait Group in Chicago—will be waiting and anxious to welcome you in Booth 206 on the Second Floor of the Stevens. Comfortable chairs—a place to sit down, get acquainted and talk shop. Stop at our booth and say "Hello;" we want to meet you.

Chicago Associated Photographers, Inc.
R. A. Good, Executive Secretary

Making the Portrait Studio Pay

Section One — Profits Depend upon Reception Room Methods

By Eva L. Briggs

(A Series of Articles)

Article Eleven — Creating Styles (Part Two)

● We continue with more factors which will help us to get more money for one 8x10 print than we get for another 8x10 print.

6. *Negatives:*

Some photographers make an entirely different style of portrait with ortho than they do with pan films and charge more money for one than the other. Worked-in backgrounds on the negatives have a vogue about every so often and because they are more work and *look* so much different from plain backgrounds they bring more money. The making of paper negatives or "Charcoals" as some photographers call them, is a means of extra income for the same size print that all too many photographers are not taking advantage of. One look at a paper negative and there is no doubt in Mr. John Public's mind that here is a different style of photograph and if he likes it he will gladly pay several times the cost of an ordinary straight print.

7. *Retouching:*

We can simply smooth up the skin texture on a negative in retouching or we can remodel and idealize the subject to improve his or her looks. Prints from the same negative, unretouched, just smoothed up, and fully retouched will bring this difference clearly home to the customer. And with women on this side or that side of 40 there is little question but what they will be more than willing to pay a little more to look like 20 again.

8. *Paper:*

As L. W. of Alabama wrote in his letter quoted in the May 20 issue of THE PROFESSIONAL one color of paper will bring considerably more money than another color paper. I can remember not so many years ago when buff paper was all the rage in Detroit and then, with the advent of the popularity of vignettes, public taste switched to white stock with quite a smooth surface. At the present time there seems to be a tendency to rougher surfaces for certain things again. There is no

doubt in my mind but what the pendulum will swing back again some of these years.

Styles in photographs are very much like styles in women's clothing in this respect of repeating every so many years. Different paper stock can very well be the foundation of higher priced 8x10's.

9. *Printing:*

When L. R. Priddy of Indianapolis, during the 1940 convention of the Photographers Association of Michigan, showed us prints from the same negative—printed straight and then printed with the corners darkened and the composition carefully thought out—the possibilities of creating different styles by printing were forcibly brought home to me. Dodging, holding back, printing-in, cropping, vignetting—all these things take time and the result *looks* like more money to the customer. On older people sharp focus prints are less flattering than diffused prints as a rule and therefore are *worth* more money to these customers. Printing bust portraits horizontally instead of in the conventional upright fashion adds to the style and immediately *looks* different to the customer. A good example of this is the portrait named "Irene" by Marvin E. Helgesen of Janesville, Wis., published in the book of 60 *Representative Photographs Exhibited at 1940 Convention*. Another good style is the circle opening such as the lovely portrait called "Circular Composition" by John A. Erickson, Hon.M.Photog., Erie, Pa., in the same book.

10. *Toning:*

There are many processes of toning photographs different tones and colors and when put alongside of ordinary black and white prints they *look* like more money to the customer because the *difference* is readily visible. I have known some studios which use only one grade of paper for all prices of photographs, the only difference being in the folders. When the customers would say, "Just what is the *difference* between these styles?



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Critical Analysis

By Will H. Towles, Hon. M. Photog.

One of these analyses will appear in every issue. Although those who want to file them—and all readers should—will have to clip two pages; the criticism will always be on the page facing, thus making comparison of the illustration with the text more easy. No names are used. Readers who wish to submit photographs for this department may submit them direct to us with the understanding that only those will be used which bring out points Mr. Towles considers of general interest.



12

● Some professionals are prone to complain about amateurs "taking away" their business but if they would endeavor to improve their technique and embody more individuality in their work they would have no reason to worry or complain, and their clients would appreciate the difference. The portrait on the opposite page was not made by an amateur. It was worked out along the lines of fundamental understanding. It has good technique; it has roundness, good composition and detail; in composition it has stability and strength.

I have seriously tried to find fault and be most critical with this portrait, but find myself coming back to my first opinion—that it is a dandy good portrait. Personally I would like to see the head raised just a trifle so that the eyes would be looking into the camera, but this is not a fault—merely a desire on my part. I do not think the spacing could be improved.

This portrait was made with a 6-tube fluorescent light placed about 8' in front and to the left of the subject. A 5-tube fluorescent was used for the shadow side and the ear was held back on the highlight side with a small screen. The original is more or less of a low key effect but represents plenty of strength for a man of this age. The reproduction shows more snap

and brilliancy and gives a little too much emphasis to the lights on the nose.

Men of affairs realize the necessity of having a good photograph, with a negative on file so that they may obtain duplicates at any time. Not long ago men were hesitant about sitting for a portrait and when they did the real excuse was that mother, wife or sweetheart insisted upon it. Today there are more men being photographed—some for sentimental reasons, others for business or identification purposes.

When we see a photograph published of a man 70 years old in which he appears to be 30 or 40 years young, we photographers class that man among those who have neglected their obligations, both to their families and to society. Photographers should be proud to be a link in the chain which binds together the past and the present, as a photograph is the only means by which we can look upon the faces of our dear ones after they have departed from us. So each portrait we are called upon to make should be, if we are honest with our sitters, the very best we know how to make. Anything short of that is a misrepresentation. The maker of this portrait is a good workman and if he keeps both feet on the ground I am looking for him to go a long way in our beloved profession.

They look just the same to me; why does this one cost so much more?" the receptionist would reply that it was printed on better paper and better finished all the way through, but I often wonder just how convinced the customer was. At the various conventions where I have had the pleasure of demonstrating and talking, people often ask me just how I explained to the customer the difference in cost between a black-and-white print and a gold-tone print. The method which I have found to be most satisfactory to the customer and to me is to tell the simple truth. "You see, Mrs. Customer, we first make the print like this black-and-white one and then we go to the extra work of toning it in a gold bath which deposits gold on the print. This

gold on the print is what gives it that glow and life-like quality which you admire. With the price of gold what it is today and all this extra work you can easily understand why this style costs just a little more than the ordinary black-and-white print." On amateur enlargements from snow scene negatives, those toned in a blue toner certainly have a more snowy, cold appearance than buff or black-and-white prints and therefore will bring more money. The George Daniel Stafford Studio in Chicago, Ill., is noted for its beautiful colored portraits of brides. During the Illinois Photographers' Convention in Springfield this year I had the pleasure of talking to Mr. Stafford and his capable assistant, Miss Hillman, about these lovely colors. In the black-and-

white print the gown and veil are covered with an ivory brushing lacquer, then the print is gold-toned and the brushing lacquer removed, and then the print is colored. This gives a white base for the white parts of the print and a warm base for the other colors. This sounds like a lot of work, but the result is outstanding and customers willingly pay more for such fine paintings. Orchids to Mr. Stafford and Miss Hillman.

11. Mounting:

On my way down to Abilene, Texas, in July, I was very fortunate in being able to visit several of the studios in St. Louis, Mo. Martin Schweig there makes a specialty of fine hand-made mounts. Martha Pyke in Peoria, Ill., makes special mounts for her better portraits and tells me that she feels a hand-colored portrait calls for a hand-made mount in many cases to bring out the best in the photograph. Clarence Lininger in Kalamazoo, Mich., mounts many of his portraits on "Salon Mats." A Salon Mat is, instead of a set size

opening folder, a mat on which he can dry mount his print after trimming it to the particular size and shape he feels is most suited to that particular composition; lines around the print and an attractive signature complete the hand-mounted appearance. Randolph MacDonald in Toronto, Canada had an attractive style of mounting horizontal prints in large sizes. The print was put flush with the edge of the mat on the upper two-thirds of the mat, in the manner of the "bleed" cuts used in the *60 Best for 1940*.

The mount manufacturers have so many fine styles of mounts these days that we have little trouble in finding many outstanding styles which we can use as the basis for different priced photographs. A beautiful oversized mount with a fly leaf and handsome cover design, all made of fine quality stock, certainly looks like more money to the customer than just an ordinary folder.

More about getting a higher price for one 8x10 than for another 8x10 in the next article.

Practical Photographic Technique for the Professional

By Charles H. Shipman

(The Twenty-Seventh in a Series of Articles)

The Choice and Use of a Lens—Part Two

● As a matter of fact one should choose the camera room first and then get a lens to suit the room, but in such case the room should be at least 35' long as that is none too much room to work in. The width of the room should be about 25'. There should be backgrounds on both ends and sides of the room so that either may be used or both at the same time if necessary. Now having a room of good size let us see how to choose the lenses we will need. First for close-up work, head-and-shoulder and half and three-quarter lengths. It is said correctly that the lens never should be nearer than 10' to the sitter if we wish to have good drawing. Using this as a basis we will see how to calculate the focal length of the lens for each purpose. The distance from the lens to the sitter is the product of the ratio of the size of the sitter to the size of the image plus one, times the focal length of the lens. To put this into mathemat-

ical form, D is $(n + 1)F$; that is $D = (n + 1)F$. Where D is the sitter distance, n is the result of dividing the size of the sitter by the size of the image and F is the focal length of the lens. Now D is 10' according to the rule mentioned above, or 120". The image on an 8x10 film may be 8" and the height of the part of the sitter shown in a bust picture may be 16". Now divide 16×8 and the ratio is two or n . Now $120 = (n + 1)F$ or $F = 120 \div (n + 1)$ or F is 40". This is rather too long a focal length to expect to find or to use so we will try for the half length. Using 6' as the height of the average person the half will be 36" which divided by 9", the maximum we can use on the 8x10 film, gives n as four. With this we find the focal length to be $F = 120 \div 5$ or 25" which is a good focal length to use. We recently had the pleasure of viewing a number of such portraits made with a 30" lens and



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the correctness of drawing was very marked as compared with the sort of portraits usually seen. The hands were hands, not hams, and the nose was correct in size as compared with the ears.

Let us see what will happen if we try to use our 25" lens for a standing figure of a 6' man. Here 72" divided by 10 for the image will make n 7.2 and D is (7.2 plus 1) times 25 or 205" or 17'. Adding at least 3' between sitter and background, 3' for the camera and 2' for the photographer the room must be at least 25' long. Now we will try to use this lens for half a 5x7 which is so much used now. Dividing 72 by four (the image height on a $3\frac{1}{2} \times 5$) then n is 18 and D is 19×25 or 475" or 40' and adding the other distances we will need 48'. In a 30' room we can use only 22' for sitter distance so we will see what focal length we can use. Here D is 264" which divided by 19 gives 14 as the possible longest focal length. Therefore one would use about a 12" lens for this work. A studio thus needs about three to five lenses for all kinds of work, and if we were to figure the lens needed for a large group we would perhaps find that one of 10" would be necessary. We were once a part of a group of 15 men ranging from 6' to 6'6" in height. We found only one studio in our rather large city that had a camera room long enough to take such a group and the photographer had to back through a door at the opposite end of the room while we had to stand close to the background. The tendency is to use too short a room for the camera room and lenses of too short focal length for the size of the negative.

As to the kind of lens to use. With all due respect to the fine anastigmats they are not the best for portrait work. The old portrait lenses of the Petzval type as modified by several makers give the best results on bust, half and three-quarter lengths. They are heavy and require a very strong camera to use them but they may be had for a rather small price and do work that no other will equal. Their central definition is very good and, while the field is very curved, that does no harm for the types of work mentioned above. But for group work, at least with large groups, the anastigmat is better.

Next is the question of speed of the lens. Should it be an F/3.5 or F/4.5 or F/6.3 or F/8? For children, animals and very nervous people the F/3.5 may be used but we still think it better to use more light and a slower lens. For groups the F/6.3 is best, as a large stop can seldom be used on account of the need for depth of field. Some classes of people demand extreme definition and for them the anastigmat is a necessity, but most will like the results of the old style portrait lens better. These were of F/5 to F/3.8 speed and were large and heavy, being mounted in brass. They give a roundness that no other will produce and, if of long focal length, a drawing that is perfect. Some of these had separated elements in the rear which could have the separation changed to produce soft definition. Softness in a lens is produced by leaving some of the chromatic or the spherical error uncorrected. Sometimes both were left uncorrected. Such a lens must be stopped down to F/11 or F/16 to give sharp results. We still think the spherical uncorrected type the best as the negative will be as seen while the uncorrected chromatic type does not give what we see, as the picture is made by blue light mostly while we see the yellow-green and not the blue. If we put a blue filter on this type we should see what we might expect in the negative. We have seen very good soft focus work done with a long focus single achromatic lens whose diaphragm opening had been enlarged to the full diameter of the lens.

We mentioned that no lens is perfectly corrected and that some of the errors must be left at least only partly corrected, it being a question of what is best to correct well. Many lenses have some of the spherical error still remaining. If this is so they will change focus upon stopping down. If it is necessary to focus with a large opening and then stop down for depth of field we must know how this will affect the quality of the definition. Some time since we had the opportunity to try some lenses of a very noted make in this respect and we found that they changed a full inch in 3', that is the point of focus moved away 1" in 3'. This had the effect of causing the depth of field to go away much faster than it came forward. However a well

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known wide angle lens did just the opposite. These lenses were of the best makes and we cite them to show that no lens is perfect and that the owner must know his lenses if he is to get the best results from them. You can always get a lens on 10 days' trial but if you do be sure either to accept it or return it at the end of the time. If the dealer or seller will not allow a trial of the lens do not buy it for it is probably not so good.

Most portrait photographers do other than portrait work and for such a portrait lens is not the best to use. For copy work a slow lens made for close work is indicated, as a lens for general use or for medium distances will not do as good work as a lens made for close work and, by the same token, a copy lens will not serve as well for distance as a lens made for general work. If one does little copy work any good anastigmat of the general type will serve very well, but no engraver would think of using such a lens for the exacting copy work they do. If you do some commercial work it will be necessary to have good anastigmats for most of such jobs. How-



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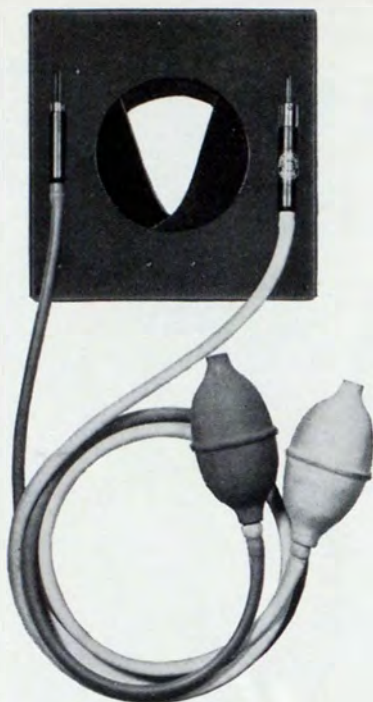
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Do not select a lens faster than you will have occasion to use because a fast lens is not so good stopped down as a slower lens. Every

lens has its best point where the average of all its qualities is best. For an F/2 lens this is about at F/6.3 and for slower lenses at about F/45 but below F/45 all lenses lose definition although they gain depth of field. The U. S. 256 fellows do not seem to know this or they would not use such a small opening unless the depth of field demanded it.

Before you buy a lens study the catalogues of the lens makers and select according to their descriptions as, while they put the best

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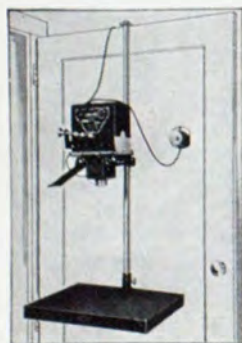
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 Chess-United Co., Madison Ave. & 29th St., New York City _____ Omag.
 C. P. Goerz American Optical Co., 317 E. 34th St., New York City _____ Goerz.
 Gundlach Manufacturing Corp., Fairport, N. Y. _____ Gundlach.

LENS MOUNTS, CONDENSING

Albert Specialty Co., 231 S. Green St., Chicago, Ill. _____ Trojan.
 Bausch & Lomb Optical Co., Rochester, N. Y. _____ B. & L. Square, Wood Mounts.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Rexo in Popular Sizes.

LENS SHADES

Albert Specialty Co., 231 S. Green St., Chicago, Ill. _____ Trojan; Albert.
 Burleigh Brooks, Inc., 120 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; Imperial Sunshades.
 Eagle Photo Supply Co., 55-57 E. 9th St., New York City _____ Turner.
 Eastman Kodak Co., Rochester, N. Y. _____ Eastman Adjustable Lens Hood; Kodak Lens Hood.
 C. P. Goerz American Optical Co., 317 E. 34th St., New York City _____ Goerz PanOrtho; Collapsible.
 Medo Photo Supply Corp., 15 W. 47th St., New York City _____ Empire Combination Sunshade and Filter Holder.
 George Murphy, Inc., 57 E. 9th St., New York City _____ Royal; Shinn; Cornell.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Norwill.
 Raygram Corporation, 425-4th Ave., New York City _____ Rotheo; H.C.E.
 Testrite Instrument Co., Inc., 57 E. 11th St., New York City _____ Fotolite.
 Carl Zeiss, Inc., 485-5th Ave., New York City _____ Zeiss.

LENSES, AERIAL

Bausch & Lomb Optical Co., Rochester, N. Y. _____ Metrogon; Altimar; Aero Tessar.
 Burleigh Brooks, Inc., 120 W. 42nd St., New York City _____ Schneider Aero Xenar.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Steinhell.
 C. P. Goerz American Optical Co., 317 E. 34th St., New York City _____ Aerotar; Dogmar.
 Gundlach Manufacturing Corp., Fairport, N. Y. _____ Gundlach; Radar.
 Ilex Optical Co., Rochester, N. Y. _____ Paragon Series S F/4.5; F/6.3
 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. _____ B. & L. for Projectors and Enlargers.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Rexo.
 Chess-United Co., Madison Ave. & 29th St., New York City _____ Imperial.
 C. P. Goerz American Optical Co., 317 E. 34th St., New York City _____ Goerz.
 Gundlach Manufacturing Corp., Fairport, N. Y. _____ Gundlach.
 Ilex Optical Co., Rochester, N. Y. _____ Ilex.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Norwill.
 Society for Visual Education, Inc., 100 E. Ohio St., Chicago, Ill. _____ For S.V.E. Projectors.
 Testrite Instrument Co., Inc., 57 E. 11th St., New York City _____ Serrite.
 Wollensak Optical Co., Rochester, N. Y. _____ Wollensak.

LENSES, CONVERTIBLE

Bausch & Lomb Optical Co., Rochester, N. Y. _____ Protar VII; Protar VIIIa; "C", "D" and "F" Sets.
 Burleigh Brooks, Inc., 120 W. 42nd St., New York City _____ Schneider Symmar.
 C. P. Goerz American Optical Co., 317 E. 34th St., New York City _____ Dagor; Dogmar.
 Gundlach Manufacturing Corp., Fairport, N. Y. _____ Turner-Reich Convertible; Gundlach; Korona.
 Ilex Optical Co., Rochester, N. Y. _____ Hexstigmat F/6.3.
 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., 120 W. 42nd St., New York City _____ Schneider Componar.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Steinheil; Laack.
 Chess-United Co., Madison Ave. & 29th St., New York City _____ Chess-United.
 Eagle Photo Supply Co., 55-57 E. 9th St., New York City _____ Eagle.
 Eastman Kodak Co., Rochester, N. Y. _____ Kodak Projection Anastigmat F/4.5; Projection Ektar F/4.5.
 C. P. Goerz American Optical Co., 317 E. 34th St., New York City _____ Gotar; Artar; Dogmar.
 Gundlach Manufacturing Corp., Fairport, N. Y. _____ Turner-Reich; Gundlach.
 Ilex Optical Co., Rochester, N. Y. _____ Paragon Series S; Series C.
 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., 120 W. 42nd St., New York City _____ Isco Supplementary.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Rexo; Ideal.
 Medo Photo Supply Corp., 15 W. 47th St., New York City _____ Empire 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; Baltar.
 Burleigh Brooks, Inc., 120 W. 42nd St., New York City _____ Schneider Xenon.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Laack.
 Eastman Kodak Co., Rochester, N. Y. _____ Cine-Kodak Interchangeable.
 C. P. Goerz American Optical Co., 317 E. 34th St., New York City _____ Kino-Hypar; Cinegor.
 Gundlach Manufacturing Corp., Fairport, N. Y. _____ Ultrastigmat; Gundlach.
 Ilex Optical Co., Rochester, N. Y. _____ Ilex Cinemat.
 Keystone Mfg. Co., 288 A St., Boston, Mass. _____ Keystone.
 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; Sonnars; Kino-Tessars.
- LENSES, PORTRAIT**
 Bausch & Lomb Optical Co., Rochester, N. Y. _____ Sigmar; B&L Tessar.
 Burleigh Brooks, Inc., 120 W. 42nd St., New York City _____ Schneider Xenar.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ 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 Ektar.
 C. P. Goerz American Optical Co., 317 E. 34th St., New York City _____ Dogmar.
 Gundlach Manufacturing Corp., Fairport, N. Y. _____ Gundlach; Turner-Reich.
 Ilex Optical Co., Rochester, N. Y. _____ Paragon Series S; Photoplastic F/4.5; Ilex Portrait F/3.5;
 Ilex Portrait F/5.0.
 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. _____ Steinheil Apochromatic; Ortho-Stigmat;
 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.
 Gundlach Manufacturing Corp., Fairport, N. Y. _____ Turner-Reich.
 Medo Photo Supply Corp., 15 W. 47th St., New York City _____ Ross Process Xpres; 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; Super Cinephor.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Rexo.
 Gundlach Manufacturing Corp., Fairport, N. Y. _____ Radiant.
 Ilex Optical Co., Rochester, N. Y. _____ Ilex Projection.
 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., 120 W. 42nd St., New York City _____ Duto.
 Gundlach Manufacturing Corp., Fairport, N. Y. _____ Hyperion.
 Ilex Optical Co., Rochester, N. Y. _____ Photoplastic F/4.5; Ilex Portrait F/3.5; Ilex Portrait F/5.0.
 Wollensak Optical Co., Rochester, N. Y. _____ Verito.
- LENSES, TELEPHOTO**
 Burleigh Brooks, Inc., 120 W. 42nd St., New York City _____ Schneider Tele-Xenar.
 Eastman Kodak Co., Rochester, N. Y. _____ Cine-Kodak; Kodak Ektar.
 C. P. Goerz American Optical Co., 317 E. 34th St., New York City _____ Telestar.
 Gundlach Manufacturing Corp., Fairport, N. Y. _____ Pancratic.
 Ilex Optical Co., Rochester, N. Y. _____ Ilex Teletar (Cine).
 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, 120 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.
 Mid-West Photo Supply Co., 117 N. Wabash Ave., Chicago, Ill.
 George Murphy, Inc., 57 E. 9th St., New York City.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill.

LENSES, WIDE ANGLE

Bausch & Lomb Optical Co., Rochester, N. Y. _____ Protar V Extreme Wide Angle.
 Burleigh Brooks, Inc., 120 W. 42nd St., New York City _____ Schneider Angulon.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Laack Wide Angle; Dialytar; Steinhell
 _____ Unofocal Wide Angle; Wide Angle.
 C. P. Goetz American Optical Co., 317 E. 34th St., New York City _____ Super Dagor.
 Gundlach Manufacturing Corp., Fairport, N. Y. _____ Radar Extreme Wide Angle.
 Ilex Optical Co., Rochester, N. Y. _____ Ilex Medium Wide Angle F/16.
 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.

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 Photo Mailers.
 Eastman Kodak Co., Taprell Loomis Division, 1727 Indiana Ave., Chicago, Ill. _____ Protecto
 Gross Photo Supply Co., 1501-17 W. 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.

MARINE LIGHTS (See Outer Globes and Bulbs)**MASKS, PRINTING AND BORDER**

Agfa Anseo, Binghamton, N. Y. _____ Agfa Border.
 Burleigh Brooks, Inc., 120 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; Noalip; Royal.
 Pako Corporation, Minneapolis, Minn. _____ Midget Masks for Pako Amateur Printers.
 Raygram Corporation, 425 - 4th Ave., New York City _____ Raygram.

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. _____ Optigraph Microfilm Reader.
 Society for Visual Education, Inc., 100 E. Ohio St., Chicago, Ill. _____ S.V.E. Micro-Film Reader.

MICROPHOTOGRAPHIC EQUIPMENT

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

MISCROSCOPES

Bausch & Lomb Optical Co., Rochester, N. Y. _____ Bausch & Lomb Student; Medical; Research;
 Wide Field, Etc.
 C. P. Goetz 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 CASES

Walter Gaehler Co., Peck Bldg., Syracuse, N. Y.

MINIATURE ENLARGERS (See Enlargers)**MINIATURE PHOTOGRAPHS IN QUANTITIES FOR THE TRADE**

Ell-Ess Studios of Photography, Box 450-M, Wheaton, Ill. _____ From your negatives.

MINIATURE SLIDE MOUNTS AND MATERIALS

Argus, Inc., 4th & William Sts., Ann Arbor, Mich. _____ Argus Rapid Slide Binder Kit.
 Eastman Kodak Co., Rochester, N. Y. _____ Kodak Ready-Mounts; Kodaslide Adapting Frames; Kodak
 Metal Binding; Kodak Frames for 2x2 Slides; Kodak Slide Cover Glass; Kodak Masks for Glass
 Slides; Kodak Binding Tape.
 Raygram Corporation, 425 - 4th Ave., New York City _____ Raygram 2x2 Glass.

MINIATURES (PORTRAIT) FOR THE TRADE

Walter Gaehler Co., Peck Bldg., Syracuse, N. Y. _____ Miniatures on Ivory, Opal Porcelain or Ivora.
 A. A. Stone Co., 1492 W. 117th St., Cleveland, Ohio _____ Miniatures on Opal, Ivora or Ivory.

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 Sunflector.

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 (See also Editors, Motion Picture; Film Splicers, Motion Picture;

Titling Equipment and Accessories)
 Albert Specialty Co., 231 S. Green St., Chicago, Ill. _____ Besbee Effectograph; Trojan, Royal and Albert
 Equipment

- Burleigh Brooks, Inc., 120 W. 42nd St., New York City _____ Bee Bee Automatic Dissolve.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Fadette Lenses.
 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.
 Raygram Corporation, 425 - 4th Ave., New York City _____ Raygram.
- MOTION PICTURE BULBS**
 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.
- MOTION PICTURE SCREENS (See Screens, Projection)**
- MOTION PICTURE STUDIO LIGHTING EQUIPMENTS**
 Beattie's Hollywood Hi-Lite Co., Hollywood, Calif. _____ Fresnel Type Studio Lamps; Rifles; Sunspots.
- MOTION PICTURE TANKS (See Tanks, Developing, Fixing, Etc.)**
- MOTION PICTURE TONERS**
 Fink-Roselleve Co., Inc., 109 W. 64th St., New York City _____ F-R Develochrome Color Developer
 and Color Toner.
- MOUNTING CLOTH**
 Holliston Mills, Inc., Norwood, Mass. _____ Holliston Photo-Cloth (double-coated).
 McLaurin-Jones Co., Brookfield, Mass. _____ Ideal Photo Mount.
- MOUNTING TISSUE**
 Eastman Kodak Co., Rochester, N. Y. _____ Kodak
- MOUNTINGS, ART LEATHER (See also Frames, Art Leather; Photograph Cases)**
 Eastman Kodak Co., Taprell Loomis Division, 1727 Indiana Ave., Chicago, Ill.
 Winthrop-Atkins Co., Inc., Middleboro, Mass. _____ Lock Easel Mounts with Glass or Celluloid.
- MOUNTS AND MOUNTINGS**
 Eastman Kodak Co., Taprell Loomis Division, 1727 Indiana Ave., Chicago, Ill.
 Gross Photo Supply Co., 1501-17 W. Bancroft St., Toledo, Ohio _____ Gross Mountings; Grossmounts
 with Glass or Celluloid.
 George Murphy, Inc., 57 E. 9th St., New York City.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Texturite; Salon.
 Raygram Corporation, 425 - 4th Ave., New York City _____ Raygram
 Winthrop-Atkins Co., Inc., Middleboro, Mass. _____ Folio Cases; Mounts with Glass.
- MULTIPLYING BACKS (See Also Cameras, Multiple)**
 Agfa Ansco, Binghamton, N. Y. _____ Agfa.
 Gundlach Manufacturing Corp., Fairport, N. Y. _____ Korona.
 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 Kraft, Manila and
 Negative Preservers.
 Eagle Photo Supply Co., 55-57 E. 9th St., New York City _____ Eagle 35mm Film File.
 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**
 Champion Mfg. Co., 327 Main St., Orange, N. J. _____ Champion Negative Identifier.
- NEGATIVE VIEWERS (See Visualizers)**

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.
- OIL PAINTINGS FOR THE TRADE**
 Walter Gaehler Co., Peck Bldg., Syracuse, N. Y.
- 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.
- OPAQUE COLORS**
 Peerless Color Laboratories, 11-13 Diamond Place, Rochester, N. Y. _____ Peerless Opaque Water and Oil.
- OUTER GLOBES AND BULBS**
 Burleigh Brooks, Inc., 120 W. 42nd St., New York City _____ Bee Bee Ruby; Amber; Green Panchromatic.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Rexo; Ingento; Ruby, Amber, Panchromatic.
 George Murphy, Inc., 57 E. 9th St., New York City _____ Eagle Unbreakable Ruby and Amber.
- OVERHEAD LIGHTING EQUIPMENTS**
 Beattie's Hollywood Hi-Lite Co., Hollywood, Calif. _____ Beattie Boom-Lite.
 Johnson Ventlite Co., 4619 W. Harrison St., Chicago, Ill. _____ Incandescent Overhead Indirect Flood
 Ventilites; Fluorescent Quad 30 Conversion Units for above; Fluorescent Twin 30, Triple 30 and
 Quad 30 Wide Angle Overheads; Ceiling Type Quad 30 Fluorescent Modeling Ventilites.
 Photogenic Machine Co., Youngstown, Ohio _____ Perkins Hi-Power Suspension Light; Perkins Hi-Power
 Overhead Indirect Floodlites; Perkins Junior Boom Spotlight; Perkins Fluorescent Reflectors for
 Overhead Use.

James H. Smith & Sons Corp., Lake & Colfax Sts., Griffith, Ind. _____ Victor.
 Testrite Instrument Co., Inc., 57 E. 11th St., New York City _____ Fitolite High Power Lamps.
OZONATING EQUIPMENT
 Burleigh Brooks, Inc., 120 W. 42nd St., New York City _____ Bee Bee Ozonator.

P

PADDLES, PRINT

Burleigh Brooks, Inc., 120 W. 42nd St., New York City _____ Nikor.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Ingento Duck-bill Paddle Tonga.
 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

Gevaert Company of America, Inc., The, 423 W. 55th St., New York City _____ Novabrom.
 Haloid Company, Rochester, N. Y. _____ Lithaloid.

PAPERS, SENSITIZED PHOTOGRAPHIC

Agfa Anasco, Binghamton, N. Y. _____ Cykon; Cykora; Convira; Nokoline; Speedex; Indiatone; Brovira;
 Projection Proof; Proof.
 Defender Photo Supply Co., Inc., Rochester, N. Y. _____ Apex; Velour Black; Artura Iris; Veltura;
 Warm Tone Proof; Photo-Writ; Black and White Proof; Disco; Illustro; Varigam.
 Eastman Kodak Co., Rochester, N. Y. _____ Vitava Athena; Vitava Opal; Vitava Projection; Azo;
 Ad-Type; Velox; Velox Rapid; Kodabromide; Kodalure; P. M. C. Bromide; 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; Outline
 Bromide; Press Solar; Press Bromide; Art Proof; Lithaloid Negative Paper.
 Medo Photo Supply Corp., 15 W. 47th St., New York City _____ Wellington Bromide; Ilford Bromide;
 Ilford Plastika; Illingworth De Luxe Bromide.
 George Murphy, Inc., 57 E. 9th St., New York City _____ Conlite.
 Norman-Willets Co., 318 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., 120 W. 42nd St., Chicago, Ill. _____ White; Gold; Silver.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ White; Sepia; Ochre.

PERISCOPES

Burleigh Brooks, Inc., 120 W. 42nd St., New York City _____ Lion.

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.
 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.

PHOTOFLASH LAMP EQUIPMENTS

Albert Specialty Co., 231 S. Green St., Chicago, Ill. _____ Realite, Stand, Clamp-On and Hand.
 Beattie's Hollywood Hi-Lite Company, Hollywood, Calif. _____ News-Reel Floodlites.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Rexo and Luxor Hand Flash, Triplex.
 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.
 Testrite Instrument Co., Inc., 57 E. 11th St., New York City _____ Fitolite Reflectors and Stands.

PHOTOFLASH TYPE LAMPS (See Flash Bulbs)**PHOTOFLOOD TYPE LAMPS (See Flood Bulbs)****PHOTOGRAPH CASES**

Eastman Kodak Co., Taprell Loomis Division, 1727 Indiana Ave., Chicago, Ill.
 Gross Photo Supply Co., 1501-17 W. Bancroft St., Toledo, Ohio _____ Grossmounts with Glass or Celluloid.
 Winthrop-Atkins Co., Inc., Middleboro, Mass. _____ Lock Easel and Folio "Book" Type.

PHOTOGRAPHIC SUPPLIES, WHOLESALE AND RETAIL

Burleigh Brooks, Inc., 120 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.
 Mid-West Photo Supply Co., 117 N. Wabash Ave., Chicago, Ill.
 George Murphy, Inc., 57 E. 9th St., New York City.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill.

PHOTOGRAPHIC SUPPLIES, WHOLESALE ONLY

Albert Specialty Co., 231 S. Green St., Chicago, Ill.
 Eagle Photo Supply Co., 55-57 E. 9th St., New York City.
 Fink-Roselieve Co., Inc., 109 W. 64th St., New York City.
 Raygram Corporation, 425-4th Ave., New York City.

PHOTOGRAPHY, SCHOOLS OF (See Schools of Photography)**PHOTO-MICRO COPYING EQUIPMENT (See Cameras, Copying)****PHOTO-MICROGRAPHIC ACCESSORIES**

Bausch & Lomb Optical Co., Rochester, N. Y. _____ Illuminators; 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)**PICTURE PACKETS FOR THE TRADE**

Eli-Ess Studios of Photography, Box 450-M, Wheaton, Ill. _____ From your negatives, on genuine photo materials.

PITCHERS, ACID-PROOF

David C. Brown, Co., 17532 Wisconsin Ave., Detroit, Mich.

PLATE HOLDERS

Burleigh Brooks, Inc., 120 W. 42nd St., New York City _____ Bee Bee 6 1/4 x 9cm Metal, for Maximar, Reomar, Bee Bee, Voigtlander and Other Cameras.
 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.
 Gundlach Manufacturing Corp., Fairport, N. Y. _____ Korona.

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; Regular Offset; Medium Commercial; Medium Commercial Ortho; Soft Gradation Panchromatic; Commercial Panchromatic; Process Panchromatic; Contrast Panchromatic; Process; Super Process; Special Super Process; Slow; Slow Ortho.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Ilford Thin-Film Halftone Panchromatic; 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 Antihalation; Anti-Abrasion Contrast Antihalation.
 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 Panchromatic; Wratten Process Panchromatic; Wratten M; Wratten Metallographic; Eastman Diapositive (Fine Grain Antihalation).
 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; Special Super Press; Postal; Medium Commercial; Medium Commercial Ortho; Slow; Slow Ortho; Transparency; Process; Super-Process; Offset; Soft Gradation Panchromatic; Commercial Panchromatic; Process Panchromatic; Contrast Panchromatic.
 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.

POLARIZATION SCREENS

Burleigh Brooks, Inc., 120 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-Screens Type I.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Baylee Screens.

POSING BENCHES

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

POSTCARDS, LOCAL VIEW, FOR THE TRADE

Ell-Ess Studios of Photography, Box 450-M, Wheaton, Ill. _____ From your negatives; also Picture Packets.

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.
 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.
 Eagle Photo Supply Co., 55-57 E. 9th St., New York City _____ Duplex.

Eastman Kodak Co., Rochester, N. Y. _____ Eastman Professional; Eastman Commercial.

Fink-Roselieve Co., Inc., 109 W. 64th St., New York City _____ F-R Print Dryer; F-R Adjusto Print Press.

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; Peerless

Jr.; Federal; Simplex Ideal; 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.

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 Corporation, 425-4th Ave., 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 PRESSES (See Print Dryers)**PRINT ROLLERS (See Squeegees, Hand)****PRINT TONGS**

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

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

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

PRINT TRIMMERS

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; Eastman Deckle Edge; Eastko.

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

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., 120 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; Luxor.

Eagle Photo Supply Co., 55-57 E. 9th St., New York City _____ Anderson.

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

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

Pako Corporation, Minneapolis, Minn. _____ Pako; Globe.

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.

Eagle Photo Supply Co., 55-57 E. 9th St., New York City _____ Eagle.

Eastman Kodak Co., Rochester, N. Y. _____ Kodak Amateur; Kodak All-Metal.

Folmer Graflex Corp., Rochester, N. Y. _____ Graflex Enlarger-Printer.

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

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

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.

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. 8.

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.
 Dunker's Ve-Ja-De Products, Sainte Genevieve, Mo. _____ Dunker Rapid.

PRINT-IN BACKGROUNDS

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

PRINTING FRAMES

Arfa Anso, 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.
 Gundlach Manufacturing Corp., Fairport, N. Y. _____ Korona.
 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 BULBS**

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.

PROJECTOR CASES

Argus, Inc., 4th & William Sts., Ann Arbor, Mich. _____ Argus.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Rexo.
 Eastman Kodak Co., Rochester, N. Y. _____ Cine-Kodak; Kodaslide.
 Keystone Mfg. Co., 288 A St., Boston, Mass. _____ Leather, for Keystone.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Norwil.
 Raygram Corporation, 425-4th Ave., New York City _____ Raygram.

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)

Argus, Inc., 4th & William Sts., Ann Arbor, Mich. _____ Argus.
 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; Kodascope Eight; Kodaslide
 Projector Model 1; Kodaslide Projector Model 2; Repeater Kodascope Model G.
 Keystone Mfg. Co., 288 A St., Boston, Mass. _____ Keystone Slide; Keystone Motion Picture.
 Society for Visual Education, Inc., 100 E. Ohio St., Chicago, Ill. _____ Picturo!; Tri-Purpose; Miniature;
 Model SA for Stereo Films.

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., 120 W. 42nd St., New York City _____ Saymon-Brown Coupled; Bee Bee.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Rexo; Watson; Luxor; B & J Press
 (Kalart).
 Chess-United Co., Madison Ave. & 29th St., New York City _____ Chess-United.
 Eastman Kodak Co., Rochester, N. Y. _____ Kodak Service.
 Fink-Rosellie Co., Inc., 109 W. 64th St., New York City _____ F-R Precision.
 Folmer Graflex Corp., Rochester, N. Y. _____ For Speed Graphic Cameras.
 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. _____ Ingento Reducing Powder.
 Eagle Photo Supply Co., 55-57 E. 9th St., New York City _____ E.W.N. Persulphate Ammonia
 Negative Reducer.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Aucello.

REDUCING BACKS

Agfa Anseo, 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, for Folmer, Crown, Century and
 Graphic View Cameras.
 Gundlach Manufacturing Corp., Fairport, N. Y. _____ Korona.
 Raygram Corporation, 425-4th Ave., New York City _____ For R.H.S. View Cameras.

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 BULBS (Self-Reflecting Type)**

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. R40; 150-watt
 No. PAR38; Photoflood No. R2.
 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.

REFLECTORS FOR INCANDESCENT LAMPS

Albert Specialty Co., 231 S. Green St., Chicago, Ill. _____ Realite, Stand, Clamp-on and Hand.
 Beattie's Hollywood Hi-Lite Company, Hollywood, Calif. _____ News Reel Floodlites.
 Burleigh Brooks, Inc., 120 W. 42nd St., New York City _____ Bee Bee Photo-Flood; Bee Bee Foco-
 Flood; Bee Bee Flex-A-Lite.
 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. _____ Kodaflector; Kodaflector Senior.
 Johnson Ventlite Co., 4619 W. Harrison St., Chicago, Ill. _____ Professional Photoflash-Photoflood Ventlite
 Reflectors; Ventlite Battery Fired Photoflash Reflector; Polished Parabola Photoflood-Photoflash
 Reflector; Reflectors for H-6 Water-Cooled Mercury Lamp.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Norwil Triple-Flash; Norwil Home-
 Flash; Norwil Hand-Flash; Duolector; Monolector; 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.
 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 Folding Photofol.
 Photogenic Machine Co., Youngstown, Ohio _____ Perkins Hi-Power Silfol.
 James H. Smith & Sons Corp., Lake & Colfax Sts., Griffith, Ind. _____ Victor.
 Testrite Instrument Co., Inc., 57 E. 11th St., New York City _____ Fotolite Reflecting Boards.

REPAIRING OF CAMERAS AND APPARATUS

Agfa Anseo, Binghamton, N. Y. _____ Agfa Anseo Makes Only.
 Burleigh Brooks, Inc., 120 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, Circuit
 and Folmer Equipment Only.
 Gundlach Manufacturing Corp., Fairport, N. Y. _____ Korona; Some Imported 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 Anseo, 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; Negative Varnish.
 Eagle Photo Supply Co., 55-57 E. 9th St., New York _____ Eagle Retouching Fluid.
 Eastman Kodak Co., Rochester, N. Y. _____ Eastman Etching Knife; Retouching Fluid; Spotting
 Colors; India Ink; Spotting Brushes.
 Fink-Roselieve Co., Inc., 109 W. 64th St., New York City _____ F-R Spotting Colors.
 George Murphy, Inc., 57 E. 9th St., New York City _____ Nego Rubber Reducer; E.W.N. Spotting
 Medium; Eagle Aniline Retouching Colors.
 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.
 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.

RETOUCHING EQUIPMENT

Burleigh Brooks, Inc., 120 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.

ROUND CORNERING MACHINES

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

RUBBER CEMENT

David C. Brown Co., 17532 Wisconsin Ave., Detroit, Mich. _____ Photo-Flex.
 Gross Photo Supply Co., 1501-17 W. Bancroft St., Toledo, Ohio _____ Photo-Latex Paste.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Norwil.

RUBBER COATINGS

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

RUBBER TO METAL PROCESS

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

RUBBER, VULCANIZED LIQUID

David C. Brown Co., 17532 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 Safelite on Stand;
 Albert Junior 4-in-1 Screw-in Type Safelite; Viceroy Safelite.
 Burleigh Brooks, Inc., 120 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.
 Defender Photo Supply Co., Inc., Rochester, N. Y. _____ Plastic Darkroom Light Filters.
 Eastman Kodak Co., Rochester, N. Y. _____ Wratten; Kodak; Eastman; Brownie; Indirect Light Boxes.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Excello.
 James H. Smith & Sons Corp., Lake & Colfax Sts., Griffith, Ind. _____ Victor Safelight Attachment.

SCALES

Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Rexo No. 8 Avoirdupois; Metric; Pre-
 cision; Darkroom Bulk.
 Eastman Kodak Co., Rochester, N. Y. _____ Eastman Studio.
 George Murphy, Inc., 57 E. 9th St., New York City _____ Eagle Soda.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Norwil.
 Raygram Corporation, 425-4th Ave., New York City _____ Raygram Weigh Spoon.

SCHOOL CAMERAS (See Cameras, Strip-Film)**SCHOOL GROUP ASSEMBLIES FOR THE TRADE**

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

SCHOOLS OF PHOTOGRAPHY

Clarence H. White School of Photography, 32 W. 74th St., New York City _____ Residence Courses.
 Day and Evening, Winter and Summer, in Black-and-White, Color and Motion Pictures.
 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).

SCREENS, MOTION PICTURE (See Screens, Projection)**SCREENS, PRINT-IN FOR TEXTURE AND ETCHING EFFECTS**

Agfa Ansco, Binghamton, N. Y. _____ Agfa Texture.
 Defender Photo Supply Co., Inc., Rochester, N. Y. _____ Defender Texture.

SCREENS, PROJECTION

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.
 Keystone Mfg. Co., 288 A. St., Boston, Mass. _____ Keystone.
 Radiant Mfg. Corp., 4111 Irving Park Rd., Chicago, Ill. _____ Radiant Hy-Flect Glass Beaded—Matte
 White; Table Models; Box Types; Wall or Ceiling Types: Invincible Tripod Model; Tri-Purpose
 Tripod Model; All Sizes.
 Raygram Corporation, 425-4th Ave., New York City _____ Raygram.
 Society for Visual Education, Inc., 100 E. Ohio St., Chicago, Ill. _____ Glowhite.

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. _____ Agfa Cable.
 Argus, Inc., 4th & William Sts., Ann Arbor, Mich. _____ Argus Cable.
 Bausch & Lomb Optical Co., Rochester, N. Y. _____ Cable for Compound and Compur Shutters.
 Burleigh Brooks, Inc., 120 W. 42nd St., New York City _____ Luc; Livo; Flexible Cable.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Rexo Cable.
 Eagle Photo Supply Co., 55-57 E. 9th St., New York City _____ Imported Antinous Cable.
 Fink-Rosellie Co., Inc., 109 W. 64th St., New York City _____ F-R Armor-Flex Cable.
 Ilex Optical Co., Rochester, N. Y. _____ Ilex Cable.
 George Murphy, Inc., 57 E. 9th St., New York City _____ Antinous Cable.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Norwil 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., 120 W. 42nd St., New York City _____ Imported Makes.
 Ilex Optical Co., Rochester, N. Y. _____ Ilex Makes Only.
 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

Burleigh Brooks, Inc., 120 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. Goers American Optical Co., 317 E. 34th St., New York City _____ Compur; Compound.
 Ilex Optical Co., Rochester, N. Y. _____ Acme; Universal; General; Precise; Ilexpo Studio.
 Michigan Photo Shutter Co., 170 E. Water St., Kalamazoo, Mich. _____ Packard-Ideal No. 5;
 No. 6; Two-Way No. 8; Enlarging & Copying No. 7.
 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.

SINKS MADE TO ORDER

David C. Brown Co., 17532 Wisconsin Ave., Detroit, Mich.

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**Burlleigh Brooks, Inc., 120 W. 42nd St., New York City _____ Goodspeed for Foth-Derby Cameras.
Eastman Kodak Co., Rochester, N. Y. _____ Eastman Senior Synchronizer; Eastman Junior Synchronizer.
Fink-Roselleve Co., Inc., 109 W. 64th St., New York City _____ F-R Electro-Magnetic Flash Synchronizer.
Folmer Graflex Corp., Rochester, N. Y. _____ Synchronizers for Graflex and Speed Graphic Cameras.
Johnson Ventlite Co., 4619 W. Harrison St., Chicago, Ill. _____ Ventlite Photoflash-Shutter Synchronizer.
Smeaton Company, 1837 N. 59th St., Milwaukee, Wis. _____ Curtain Shutter Synchronizers for Graflex and Speed Graphic Cameras.

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 _____ Fotolite.**SPOT LIGHT BULBS**Fink-Roselleve Co., Inc., 109 W. 64th St., New York City _____ F-R Photo-Fine 200-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.**SPOT LIGHTS**

Beattie's Hollywood Hi-Lite Co., Hollywood, Calif. _____ Fresnel Type Motion Picture Lamps; Hi-Key; Boom-Lites; Hi-Lites; Arc Spotlights.

Burlleigh Brooks, Inc., 120 W. 42nd St., New York City _____ Bee Bee Photo-Flood-Spot; Bee Bee Foco-Flood; Bee Bee Flex-A-Lite.

Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Watson Controlled; Watson De Luxe.
Fink-Roselleve Co., Inc., 109 W. 64th St., New York City _____ Fresnel Lens F-R Hi-Spot.
Johnson Ventlite Co., 4619 W. Harrison St., Chicago, Ill. _____ Hillite Ventlite Jr.; Polished Parabola Photoflood-Photoflash Reflector.Medo Photo Supply Corp., 15 W. 47th St., New York City _____ Empire.
Norman-Willetts Co., 318 W. Washington St., Chicago, Ill. _____ Norwil Home Portrait.

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.
Testrite Instrument Co., Inc., 57 E. 11th St., New York City _____ Fotolites, Fresnel and Condensing Types.**SPOTTING COLORS (See Retouching and Spotting Materials)****SQUEEGEE PLATES (See Ferrotypes Plates)****SQUEEGEE SETS, AMATEUR**

Albert Specialty Co., 231 S. Green St., Chicago, Ill. _____ Hi-gloss.

SQUEEGEES, HAND

Albert Specialty Co., 231 S. Green St., Chicago, Ill. _____ Trojan Squeegee Rollers.

Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Rexo and Rexo De Luxe Print Rollers; Ingento Rubber Squeegees.

Eagle Photo Supply Co., 55-57 E. 9th St., New York City _____ Eagle Rubber.

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

Fink-Roselleve 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 _____ Royal.

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

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

Simplex Specialty Co., Inc., 116-118 W. 14th St., New York City _____ Peerless Velvet.

SQUEEGEES, POWER

Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Penn; Riverside.

Simplex Specialty Co., Inc., 116-118 W. 14th St., New York City _____ Simplex Power Wringers.

STEREO VIEWERS (See Visualizers)**STEREOPTICONS (See Projectors)****STEREOSCOPES (See Visualizers)****STIRRING RODS**

Burlleigh Brooks, Inc., 120 W. 42nd St., New York City _____ Brooks Thermometer; Nikor Stainless Steel.

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

Eagle Photo Supply Co., 55-57 E. 9th St., New York City _____ Eagle Thermometer.

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

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

Testrite Instrument Co., Inc., 57 E. 11th St., New York City _____ Testrite Thermometer; Glass and Catalin.

SWITCHES FOR PHOTOFLOOD TYPE LAMPS

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

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

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.
 Eagle Photo Supply Co., 55-57 E. 9th St., New York City _____ Turbo Turbulators.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Ace.

TANK COATING MATERIALS

David C. Brown Co., 17532 Wisconsin Ave., Detroit, Mich. _____ Photo Flex.
 George Murphy, Inc., 57 E. 9th St., New York City _____ Eagle Tray Coating.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Rubberline.

TANKS, DEVELOPING, FIXING, ETC.

Albert Specialty Co., 231 S. Green St., Chicago, Ill. _____ Albert 4-in-1 Developing Tank.
 Burleigh Brooks, Inc., 120 W. 42nd St., New York City _____ Nikor, for All Kinds of Film.
 David C. Brown Co., 17532 Wisconsin Ave., Detroit, Mich. _____ Motion Picture Film Tanks,
 _____ Rubber Lined.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Rexo Stainless Steel and Stoneware;
 _____ Watson Roll Film Developing Tank.
 Eagle Photo Supply Co., 55-57 E. 9th St., New York City _____ Amato Film Tank.
 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; Kodak Day-Load Tank.
 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 Anso, Binghamton, N. Y. _____ Agfa Tray-Clip.
 Burleigh Brooks, Inc., 120 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.
 Eagle Photo Supply Co., 55-57 E. 9th St., New York City _____ Eagle Thermometer Stirring Rod.
 Eastman Kodak Co., Rochester, N. Y. _____ Eastman; Eastman Stirring-Rod; Kodak Tray;
 _____ Kodak Process.
 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.
 Medo Photo Supply Corp., 15 W. 47th St., New York City _____ Empire.
 George Murphy, Inc., 57 E. 9th St., New York City _____ Star; Exacto.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Norwil Champion; Tray; Stirring Rod.
 Raygram Corporation, 425-4th Ave., New York City _____ Raygram.
 Testrite Instrument Co., Inc., 57 E. 11th St., New York City _____ Testrite Tank and Tray.
 Weston Electrical Instrument Corp., Newark, N. J. _____ Weston Stainless Steel Dial-Type—for
 _____ Tanks and Trays.

TIMERS

Agfa Anso, Binghamton, N. Y. _____ Anso.
 Burleigh Brooks, Inc., 120 W. 42nd St., New York City _____ Bee Bee Auto-Timer; Autoknip.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Rexo Interval; Luxor Photo; Ingento
 _____ Second; Perle Audible; Rexo Improved Giant; Watson Time Meter; Timit.
 Eastman Kodak Co. Rochester, N. Y. _____ Kodak; Kodak Electric; Eastman Interval; Eastman R-P
 _____ Interval.
 Fink-Roselieve Co., Inc., 109 W. 64th St., New York City _____ F-R Interval; F-R Audible; Time-Dial;
 _____ Electronic.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Norwil Electric.
 Raygram Corporation, 425-4th Ave., New York City _____ Lee.

TINTYPE CAMERAS (See Cameras, Tintype)

TIP-ON PHOTOGRAPHS IN QUANTITY FOR THE TRADE

Ell-Ess Studios of Photography, Box 450-M, Wheaton, Ill. _____ From your negatives.

TITLING EQUIPMENT AND ACCESSORIES

Albert Specialty Co., 231 S. Green St., Chicago, Ill. _____ Besbee Universal Titler; Besbee Pro-Trick
 _____ Titler; Besbee Title Letter Sets; Besbee Title Backgrounds.
 Eastman Kodak Co., Rochester, N. Y. _____ Cine-Kodak.
 Keystone Mfg. Co., 288 A St., Boston, Mass. _____ Keystone.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Norwil Stock Titles.

TONERS

Agfa Anso, Binghamton, N. Y. _____ Flemish; Brovira; Direct Sepia.
 Defender Photo Supply Co., Inc., Rochester, N. Y. _____ Defender Sepia.
 Eastman Kodak Co., Rochester, N. Y. _____ Kodak Sepia.
 Fink-Roselieve Co., Inc., 109 W. 64th St., New York City _____ Develochrome Color Developer and
 _____ Color Toners.
 Gevaert Company of America, Inc., The, 428 W. 55th St., New York City _____ Vitol.
 Gross Photo Supply Co., 1501-17 W. Bancroft St., Toledo, Ohio _____ Golblend.
 George Murphy, Inc., 57 E. 9th St., New York City _____ Septon.

TRANSPARENT PAPERS (See Papers, Sensitized Translucent)

TRAY COATING MATERIALS

David C. Brown Co., 17532 Wisconsin Ave., Detroit, Mich. _____ Photo-Flex.
 George Murphy, Inc., 57 E. 9th St., New York City _____ Eagle Tray Coating.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Rubberline.

TRAYS

Agfa Ansco, Binghamton, N. Y. _____ Agfa Stainless Steel; Enameled Steel; Hard Rubber.
 Albert Specialty Co., 231 S. Green St., Chicago, Ill. _____ Trojan Amateur.
 David C. Brown Co., 17532 Wisconsin Ave., Detroit, Mich. _____ Rubber Lined.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Rexo Hard Rubber; Watson Roll Film.
 Eastman Kodak Co., Rochester, N. Y. _____ Eastman Enameled; Standard Hard Rubber.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Norwil.
 Sterling Photo Manufacturing Co., Beaver Falls, Pa. _____ Sterling Quality Porcelain Enamel.
 Testrite Instrument Co., Inc., 57 E. 11th St., New York City _____ Testrite Stainless Steel.

TRIMMERS (See Print Trimmers; Deckle Edge Trimming Boards)**TRIPOD BRACES AND NO-SLIP ATTACHMENTS**

George Murphy, Inc., 57 E. 9th St., New York City _____ Non Slip Tripod Shoes.

TRIPOD BUSHINGS (See Tripod Socket Converters)**TRIPOD CASES**

Albert Specialty Co., 231 S. Green St., Chicago, Ill. _____ Royal Deluxe; Royal; Foldex.

TRIPOD SOCKET CONVERTERS

Albert Specialty Co., 231 S. Green St., Chicago, Ill. _____ Trojan Bushing.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Norwil.

TRIPOD TOPS

Albert Specialty Co., 231 S. Green St., Chicago, Ill. _____ Royal Tilt-Head; Viceroy Tilt-Head; Trojan Tilt-Head.
 Burleigh Brooks, Inc., 120 W. 42nd St., New York City _____ Triax Panoraming and Tilting; Bee Bee.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Hollywood Pan and Tilt; Rexo.
 Eagle Photo Supply Co., 55-57 E. 9th St., New York City _____ Benwin; Master.
 Eastman Kodak Co., Rochester, N. Y. _____ Eastko.
 Folmer Graflex Corp., Rochester, N. Y. _____ Graphic Pan-Tilt; Crown Tilting.
 Medo Photo Supply Corp., 15 W. 47th St., New York City _____ Empire Tilting; Empire Panrite.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Norwil Tilrite.
 Raygram Corporation, 425-4th Ave., New York City _____ Raygram Swivel Top; Swing Tilt Pan Head.
 Testrite Instrument Co., Inc., 57 E. 11th St., New York City _____ Panrite.

TRIPODS, AMATEUR (See Also Camera Supports)

Agfa Ansco, Binghamton, N. Y. _____ Agfa No. 1; No. 2.
 Albert Specialty Co., 231 S. Green St., Chicago, Ill. _____ Royal; Royal Midget; Albert Table Top; Foldex.
 Burleigh Brooks, Inc., 120 W. 42nd St., New York City _____ Bee Bee Chrome; Bee Bee Pocket; Triax
 Cinetripod; Excelsior Tubular; Linhof; Bee Bee Atlas.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Ideal A; Rexo.
 Eastman Kodak Co., Rochester, N. Y. _____ Kodak Metal; Kodak Tripod Adapter; Kodak Tabletop.
 Folmer Graflex Corp., Rochester, N. Y. _____ Crown.
 Fox Products Co., 4720 N. 18th St., Philadelphia, Pa. _____ Bruneau Pneumatic.
 Gundlach Manufacturing Corp., Fairport, N. Y. _____ Korona.
 Medo Photo Supply Corp., 15 W. 47th St., New York City _____ Alto Leather-Covered; Empire K. A. T.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill. _____ Norwil Imperial; Flat-Fold; Tilt-Top;
 Ecomono; Aristocrat; Supreme; Marvel; Regal; Ambassador.
 Raygram Corporation, 425-4th Ave., New York City _____ Raygram Wood-Chrome; Wood; Cine Tripod
 Unit No. 60.
 Testrite Instrument Co., Inc., 57 E. 11th St., New York City _____ Stanrite Wood and Metal.

TRIPODS, HOME PORTRAIT

Agfa Ansco, Binghamton, N. Y. _____ Anseo Universal Stand; Anseo Utility.
 Albert Specialty Co., 231 S. Green St., Chicago, Ill. _____ Albert Royal.
 Burleigh Brooks, Inc., 120 W. 42nd St., New York City _____ Linhof Precision; Bee Bee Atlas.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Ideal; Rexo.
 Folmer Graflex Corp., Rochester, N. Y. _____ Crown Compact.
 Fox Products Co., 4720 N. 18th St., Philadelphia, Pa. _____ Bruneau Pneumatic.
 Gundlach Manufacturing Corp., Fairport, N. Y. _____ Korona Folding Studio Stand.
 Photogenic Machine Co., Youngstown, Ohio _____ Perkins Folding Tripod Stands.
 Testrite Instrument Co., Inc., 57 E. 11th St., New York City _____ Stanrite Wood and Metal Folding
 Stands.

TRIPODS, PROFESSIONAL

Agfa Ansco, Binghamton, N. Y. _____ Anseo Universal Stand; Anseo Utility.
 Albert Specialty Co., 231 S. Green St., Chicago, Ill. _____ Royal.
 Burleigh Brooks, Inc., 120 W. 42nd St., New York City _____ Bee Bee; Linhof Precision.
 Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Rexo.
 Eastman Kodak Co., Rochester, N. Y. _____ Eastko; Eastman Commercial Metal; Commercial Tripod Stand.
 Folmer Graflex Corp., Rochester, N. Y. _____ Crown; Professional.
 Fox Products Co., 4720 N. 18th St., Philadelphia, Pa. _____ Bruneau Pneumatic.
 Gundlach Manufacturing Corp., Fairport, N. Y. _____ Korona.
 Medo Photo Supply Corp., 15 W. 47th St., New York City _____ Professional Alto DeLuxe.
 Photogenic Machine Co., Youngstown, Ohio _____ Perkins All Aluminum 14' Folding Stand; Perkins
 Folding Tripod Stands.
 Testrite Instrument Co., Inc., 57 E. 11th St., New York City _____ Stanrite Wood and Metal.

TRIPODS, SHORT, FOR FLOOR-LEVEL SHOTS

Albert Specialty Co., 231 S. Green St., Chicago, Ill. _____ Albert Table Top; Royal Midget.
 Eastman Kodak Co., Rochester, N. Y. _____ Kodak Tabletop.

U**ULTRA VIOLET BULBS**

General Electric Co., Nela Park, Cleveland, Ohio _____ G-E Mazda Sunlight Lamps S-1, S-2, S-4;
 Mercury Lamps H-4, EH-4 (has "projector lamp" bulb) and many other special types. Ultra
 Violet Lamps require special equipment.

USED ARTICLES BOUGHT, SOLD AND EXCHANGED

Burke & James, Inc., 223 W. Madison St., Chicago, Ill.
 Mid-West Photo Supply Co., 117 N. Wabash Ave., Chicago, Ill.
 George Murphy, Inc., 57 E. 9th St., New York City.
 Norman-Willets Co., 318 W. Washington St., Chicago, Ill.

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. _____ Garland.

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., 120 W. 42nd St., New York City _____ Brooks Direct.

Burke & James, Inc., 223 W. Madison St., Chicago, Ill. _____ Watson Parallax Correcting, Tubular

Type; Rexo Candid; Rexo Direct View.

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

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

Gundlach Manufacturing Corp., Fairport, N. Y. _____ Gundlach.

VIEWING BOXES (See Visualizers)

VIEWING FILTERS

Burleigh Brooks, Inc., 120 W. 42nd St., New York City _____ Bee Bee.

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

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

VIGNETTERS

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

VISUALIZERS

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

Bausch & Lomb Optical Co., Rochester, N. Y. _____ Bausch & Lomb Film Slide Viewer; Filmorator.

Burleigh Brooks, Inc., 120 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.

Dunker's Ve-Ja-De Products, Sainte Genevieve, Mo. _____ Dunker 1939 Model for Direct Positive Prints.

Eastman Kodak Co., Rochester, N. Y. _____ Kodascope Movie Viewer.

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

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

Simplex Specialty Co., Inc., 116-118 W. 14th St., New York City _____ Simplex Electric Viewing Box.

Society for Visual Education, Inc., 100 E. Ohio St., Chicago, Ill. _____ S.V.E. Stereo Viewers.

Stock and Custom-Made.

VISUALIZERS FOR DIRECT POSITIVE PRINTS

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

Dunker's Ve-Ja-De Products, Sainte Genevieve, Mo. _____ Ve-Ja-De.

W

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

WATER COLORS

Eagle Photo Supply Co., 55-57 E. 9th St., New York City _____ Eagle 4-Color Sets.

Eastman Kodak Co., Rochester, N. Y. _____ Velox Water Color Stamps.

Peerless Color Laboratories, 11-18 Diamond Place, Rochester, N. Y. _____ Peerless; Imperial; Nicholson's;

Transparent and Opaque.

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

WETTING PREPARATIONS

Eagle Photo Supply Co., 55-57 E. 9th St., New York City _____ Easy Wet.

WRINGERS (See Also Squeegees, Power)

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

George Murphy, Inc., 57 E. 9th St., New York City _____ Easy; Trichrome Combiner.

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.

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

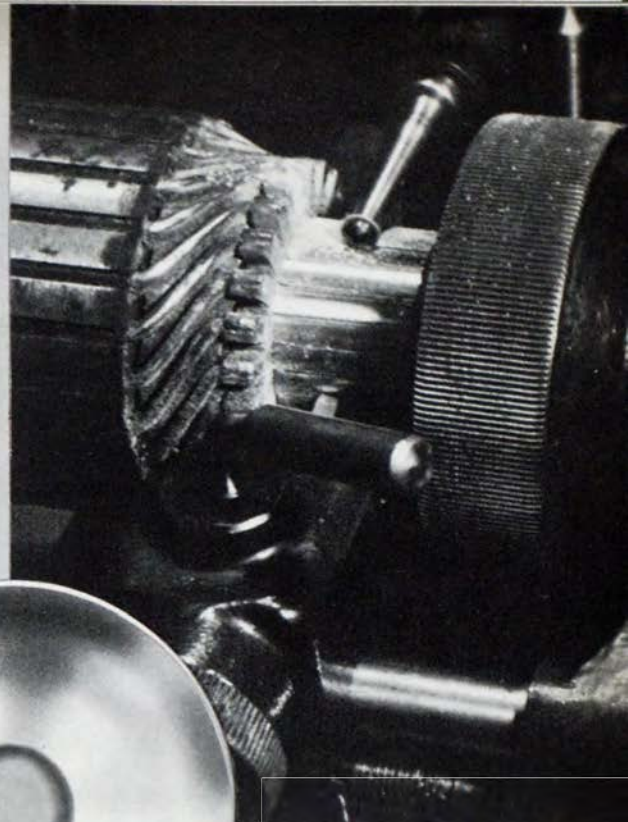
Agfa Anasco, Binghamton, N. Y. _____ Agfa X-Ray Fixer with Hardener.

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.



The Best Lighting for
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The Best Lighting for
COMMERCIALS



VICTOR

Photographic **LIGHTS**

LIGHTING that gives you good modeling is directional in character. It is the lighting under which people are accustomed to seeing their friends and acquaintances. This type of lighting has been, *and still is*, the successful photographer's standby—and regardless of what other general illuminants are used, directional light is still required to put your subjects into pleasing and satisfactory perspective.

VICTOR Lighting Units for the professional worker—as well as for amateur use—provide directional light of pleasing softness when large diameter reflectors are employed, and sufficiently "hard" and brilliant when smaller reflectors are used.

VICTOR Reflectors are spun to scientifically computed shapes to make sure of even distribution of light within the illuminated area. They are finished inside for highest reflection efficiency so that the maximum value of effective light may be employed. They are provided with substantial mounts, smooth working swiveling clamps and sturdy stands.

You are invited to examine the new products in the VICTOR LINE, to see the improvements in VICTOR Reflectors, and to renew your acquaintance and friendship with our people, at our display booth at the Convention and trade show at the Stevens. Our Booth is No. 141. Be sure to stop in for a visit.

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AMERICAN BONDED CHROME SQUEEGEE PLATES

Use American Bonded Chrome Squeegee Plates for prints with a perfect gloss. Highly resistant to rust and abrasion, impervious to photo chemicals, easily cleaned, will not check or peel. Manufactured for lifetime service. In sizes 10"x14", 12"x17", 14"x20", 18"x24". See your local dealer.

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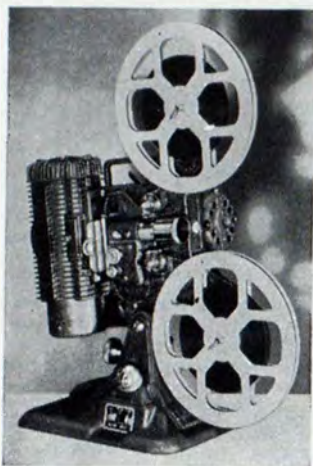
points of their lenses forward, yet they must tell the truth or they would soon be out of business. But read with care and note closely just what they say. Do not attempt to read between the lines any qualities they do not specify. And when you decide what to buy get it from a manufacturer or dealer who is well established and known for fair dealing.

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ing automatically with lens; view finder corrected for parallax and directly above range finder; coupled depth-of-field scale; back opening to either end or removable; exposure counter; automatic prevention of double exposures, etc. Lens is 100mm F/3.5 Kodak Ektar of new formula computed for this cam-

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Hoosiers Hold Successful Convention at Indianapolis

• We wish we had space to print in full the six-page report of the 1941 convention of the Indiana Association of Photographers which we recently received from John Brooks, Frankfort, the newly elected secretary, but it just can't be done. On the program were Roy Hirshburg, Richmond; Norton Louis Avery, Lansing, Mich.; Alfred Turner, Anderson; James M. Caufield, Hon.M.Photog., past president P. A. of A., Louisville, Ky.; Mrs. Paula Tompssett,

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"We have used your muslin for photo mounting for the last ten years, and have found that the quality never varies. Probably the most advantageous characteristic of your product is that it is so flexible. This makes our prints very desirable for sales portfolios, which is perhaps their greatest use.

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South Bend and Willard C. Martin, M. Photog., Terre Haute. In addition, from the ranks of the manufacturers: Lester Kubiak, Photogenic Machine Co., Youngstown, Ohio; Kenneth Carson, Defender Photo Supply Co., Rochester, N. Y.; Hillary G. Bailey, Hon. M. Photog., Agfa Ansco, Binghamton, N. Y., and Edward W. Cann, Eastman Kodak Co., Rochester. All these names are so well known that the quality of the program needs no comment.

In the Picture Exhibit the following prizes, known as the Lieber Awards because the H. Lieber Company, Indianapolis stock house, annually offers these trophies in Indiana, were awarded. Portrait Class: Gold Cup—Axel Bahnsen, Yellow Springs, Ohio;

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Silver Cup—Mr. Martin. Commercial Class: Gold Cup—J. O. Cammack, Greencastle; Silver Cup—Indianapolis Engraving Co. Hand Color Class: Gold Cup—Indianapolis Engraving Co.; Silver Cup—Mr. Martin. Direct Color Class: Silver Cup—R. F. Borkenstein, Indiana State Police.

The new officers are: Lloyd R. Priddy, Indianapolis, president; Edward Rech, Evansville, first vice-president; Charles Miller, South Bend, second vice-president; Mrs. Stella Klopot Bonner, Knox, treasurer; Mr. Brooks, secretary; Miss Mildred Horn, Indianapolis, executive secretary. One of the Loan Collections of The Photographers' Association of America, secured for the convention, was put to a novel



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For 2 1/4 x 3 1/4, 3 1/4 x 4 1/4 and 4x5 Graflex and Speed Graphics

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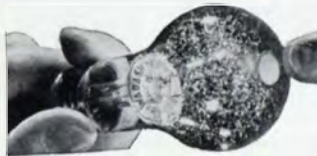
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use. It was broken into smaller collections and placed in the windows of the leading Indianapolis stores. In each window was also a printed card which told about the photographs and about the Indiana Print Exhibit at the Lincoln Hotel. This brought many visitors to view the exhibit. There is an idea here which might well be followed by other state and regional associations which borrow The Association's Traveling Loan Collections for their conventions.

'Tis Here, Maybe!

News and Gossip about
Portrait Photographers

- The summer meeting of the Baby Photographers' Society was held on July 13 at the residence studio of Peggy Donnell, East Lansing, Mich., with a large attendance and several guests, among them Cliff Dey, Ann Arbor, Mich., who showed a traveling loan exhibit from the San Antonio, Texas, Camera Club and a display of his hobby of table-top photography; and Edward Blum of Blum's Photo Arts, Inc., Chicago, Ill., who presented a special exhibit of water colors, oil and sketches which were much admired. Will Petty of Columbus, Ohio, showed his new high-speed camera; "Bernie" Burns, Evanston, Ill., demonstrated posing groups of two children; and Eva Briggs exhibited 30 portraits of herself made by photographers all the way from Montreal,



Booths 60 • 61 • 62

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Standard f/3.5 model without range finder, \$19.50. Coupled range finder attached to Standard models, \$11.50, installed. Special Goudspeed Flash Synchronizer for all models, \$12.75.

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The only coupled range finder with all the advantages your customers want! It's smaller, lighter, far less expensive, quicker focusing . . . and it couples to the lens standard, thus assuring in-focus pictures even though the camera is "off" the infinity stop. You'll sell more of these range finders because it fits a larger number of popular cameras including many of post-card size. Fully guaranteed and lists at only \$13.50 (plus \$1.50 for installation)

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P. Q., to Austin Texas. The members were invited to pick the photograph each liked best and no two agreed, all of which points a moral. Seals for outstanding portraits in the Society's print exhibit went to Nan Wallace, M. Photog.; Mr. Dey, Mr. Burns, Frank Luwen, Clarence Lininger; Mr. Petty; Miss Donnell and Mrs. Briggs.

George W. Tamlyn, 103 N. LeRoy St., Fenton, Mich., perpetual secretary-treasurer of the Michigan Photographers' Society, sends us a copy of their By-Laws, originally adopted in May 1922 and revised in April of this year. "Perhaps these show the reason why the M.P.S. has stood together so long," he writes, and offers to send a copy to any photographic group which may be interested. This, like similar organizations in Ohio and Indiana, is a limited-membership society and quite different from the standard type of state association.

J. M. Maurer, for 39 years in the same location on 23rd Street in Galveston, Texas, recently opened his new studio there on 416-21st Street, where he now has a downstairs establishment in the most prominent part of the business district.

The 29th Annual Pittsburgh Salon of Photographic Art, one of the year's most important photographic exhibitions, will be hung in the Carnegie Art Galleries, Pittsburgh, Pa., from March 20 to

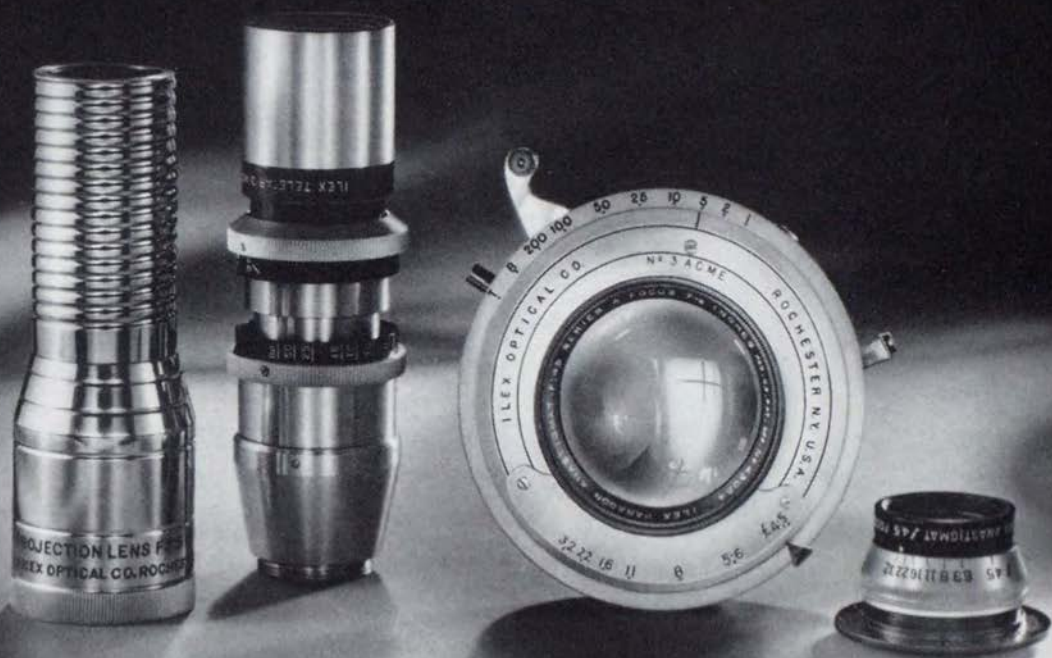
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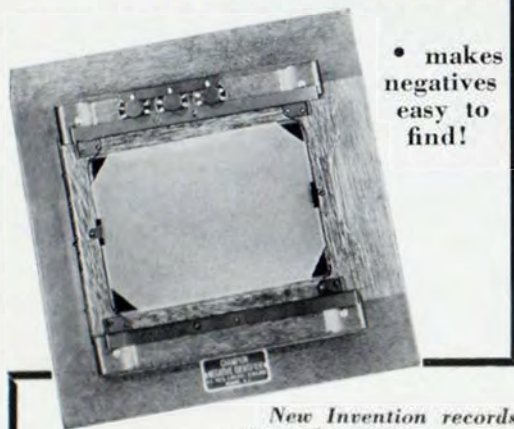
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April 19, inclusive, 1942. The closing date for entries is February 15 and entry blanks may be procured on request from M. S. Sampson, 5655 Darlington Rd., that city.

Charles D. Gallagher is now the owner of the large building in Ely, Nev., in which his studio is located. Finished some two years ago, it contains various Nevada State offices in addition to his studio as well as a penthouse bachelor apartment on the

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roof where he resides in comfort. It occupies an entire block and was called the Photography Building when erected. The name will not be changed.

Max Dillae, proprietor of the Victor Photo Service, Kansas City, Mo., passed away suddenly on July 7 aged 59.

Congratulations to James T. Doty, popular representative of Agfa Ansco, Binghamton, N. Y., in the state of Michigan, on his recent marriage to Miss Eunice Morrison. They are now at home at the Alden Park Manor, 8100 E. Jefferson St., Detroit.

A very neat four-page announcement, entirely photographic, informs us that the Photographers' Association of Montana will hold its 1941 convention on September 7, 8 and 9 at Great Falls. The Park Hotel will be headquarters and we hope for additional details shortly.

MISCELLANEOUS

WANTED ONE pair of 14" Condensers. Must be clear and in good condition. State price. Ern K. Weller, 22 N. Main St., Washington, Pa. 8-5-1

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These are facts, we tell no lies.

Harry's drafted, so is Bill,
All our work is now uphill,

So your order, we're afraid,
May be still a bit delayed.

Still you'll get it, don't be vexed,
Maybe this week, maybe next.

Keep on hoping, don't say die,
We'll fill your order bye and bye.

(Author Unknown)



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FOR SALE—New Pako oversize printer, has run less than 500 rolls. Price for quick sale \$400.00. Also two new Gevaert fourteen gallon deep tanks \$20.00 each; used six months; two Eastman fourteen gallon deep tanks \$10.00 each. Deposit system. Kay Prather Studio, Needles, Calif. 8-5-1

WILL BUY—Small Wollensak Studio shutters; 5x7 camera; focusing mountings; Penny Picture Back. What have you? C. M. Taft, Highlandtown Branch, Baltimore, Md. 8-5-1c

FOR SALE—Long focus Graflex 8¼" F/4.5 lens used, in good working order, Film Pack Adapter, \$38.50. 5x7 Ansco View, new bellows \$35.00; three Fluorescent portrait lamps. Bargains, Douglass, Box 331, Indiana, Pa. 8-5-1

WANTED—6½x8½ View camera and convertible Anastigmat lens of about 10 inch focus. Deposit system. J. M. Affleck, Canon City, Colo. 8-5-1c

FOR SALE 8x10 Ansco commercial camera like new \$65.00; 5x7 Eastman 2D view camera complete \$42.50; 8x10 Bausch & Lomb Protar, 12, 19 and 23" focus, Compound shutter \$190.00; 8x10 Goerz Dagor F/6.8, Compound shutter \$137.50; 3¼x4¼ Revolving Back Tele Graflex, 4x5 Tessar F/4.5 lens \$72.50; 4x5 Speed Graphic, Kodak Anastigmat F/4.5 lens, Compur shutter, six film holders, Mendelsohn Synchronizer \$85.00; Eastman professional drying cabinet \$75.00. All sizes of Cirkut outfits, large selection of Goerz, Bausch & Lomb, Cooke and other high grade lenses at reasonable prices. Make your purchases now and avoid disappointment in price increases and shortages due to present conditions. America's largest stock of guaranteed used equipment. Mid-West Photo Supply Co., 117 N. Wabash Ave., Chicago, Ill. 8-5-1

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Raygram appreciates your cooperation, and looks forward to continued years of pleasant and profitable association.

WE HAVE the following to offer for sale or trade: Graflex series B 4x5, 6" Goerz F/4.5 lens; Speed Graphic 4x5, 6" F/3.5 lens; Pako Hi-Gloss Drum Drier; Halldorson spotlight and case; two 6x9" backgrounds on casters; Halldorson over-head lighting system; new Agfa 5x7 Universal View and case, never used; 8x10 Eastman 2D view camera; 14" Goerz double Anastigmat F/6.8. Camera & Frame Shop, 67 Central St., Wellesley, Mass. 8-5-1c

WORLD'S MARKET for lenses: 5 1/4" Carl Zeiss Tessar F/4.5 in Compur shutter \$45.00; same in new Compur shutter \$50.00; 6 1/2" Carl Zeiss Tessar F/4.5 in Compur shutter \$50.00; 7" Carl Zeiss Tessar F/4.5 in Sunk Mount new \$60.00; 8 1/4" Carl Zeiss Tessar F/4.5 new \$70.00; 12" Carl Zeiss Tessar F/4.5 \$150.00; 14" Carl Zeiss Tessar F/4.5 \$175.00; 16" Carl Zeiss Tessar F/4.5 \$225.00; 6" Goerz Dagor F/6.8 in focusing mount \$45.00; 8 1/4" Goerz Double Anastigmat (Dagor) F/6.8 \$55.00; 9 1/4" Goerz Dagor F/6.8 in Volute shutter \$75.00; 12" Goerz Dagor F/6.8 in Compound shutter, equal new \$150.00; 12" Goerz Dagor F/6.8 equal new \$125.00; 16 1/2" Goerz Process Dagor F/7.7 like new \$175.00; 6 1/2" Ross Xpress F/4.5 \$40.00; 7 1/4" Ross Xpress F/4.5 \$45.00; 16" Ross Xpress F/4.5 new \$200.00; 19" Bausch & Lomb II-b Tessar F/6.3 new \$110.00; 12" Wollensak Velostigmat F/4.5 in regular shutter \$75.00; 12" Ilex Paragon F/4.5 \$80.00; 14" Goerz Celor F/5.5 \$75.00; 14" Bausch & Lomb II-b Tessar F/6.3 \$90.00; 8 1/4" Bausch & Lomb Tessar F/4.5 \$45.00; 8 1/2" Gundlach Radar Anastigmat F/4.5 in Betax shutter \$45.00; 13" Cooke Anastigmat F/5.6 with diffusing attachment \$90.00; 18" Cooke Anastigmat F/5.6 \$120.00; 14" Cooke Portrait F/4.5 \$135.00; 13" Cooke Portrait F/4.5 \$125.00; 12" Voigtlander Heliar F/4.5 \$80.00; 14" Heliar F/4.5 \$110.00; 16 1/2" Heliar F/4.5 \$100.00; 14" Voigtlander Collinear F/6.3 \$100.00; 10 1/2" Collinear F/6.3 \$50.00; 23 1/4" Collinear F/6.3 \$175.00; 19" Goerz Celor F/5 \$100.00; 16 1/2" Goerz Dogmar F/5.5 \$125.00; 12" Turner-Reich Series II F/6.8 Convertible Anastigmat, combinations 21" & 28" in Betax shutter new \$110.00; 15" Turner-Reich Series II F/7.5 Convertible Anastigmat, combinations 24" & 36" in Betax shutter new \$135.00; 12" Bausch & Lomb Double Protar F/7, combinations 19" & 23 1/4" in Compound shutter \$150.00. Most of above lenses are equal to new or new. Hundreds more. Send for list; ten day trial allowed. Exchanges made. Joseph Smith, 735 Fulton St., Brooklyn, N.Y. 8-5-1



Sand—Symbol of Optical Independence

BY itself, only a handful of sand—fine, pure, white crystals of quartz from a Pennsylvania hillside. But, blended with boron, sodium, barium, lead, phosphorus and other elements—fused and fined at white heat—cooled, sorted, annealed and selected—it becomes optical glass, one of the basic indispensable materials of national defense—and of modern civilization.

Thirty years ago America was wholly dependent on Europe for a supply of glass for optical instruments. But before the first World War had cut off that source, Bausch & Lomb scientists, at Rochester, New York, were at work on the development of a glass-making technique. By 1918, glass to fill the vital needs of optical manufacturing in the

United States was pouring from the B&L glass plant.

Today, for binoculars and fire control equipment that are the eyes of the Army and Navy—for metallographic and spectrographic equipment that are the eyes of industrial research—for microscopes that are the eyes of all science—for spectacle lenses that are the eyes of the nation's citizens—America is completely independent of foreign supply.

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Inventive pioneering, combined with traditionally high standards of craftsmanship, account for the reputation which Zeiss Ikon Cameras and Zeiss Lenses enjoy among professional photographers everywhere.



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FOR SALE—8x10 Century Studio cameras \$20.00 and \$40.00; 8x10 View cameras \$10.00 to \$30.00; 5x7 View cameras \$10.00 to \$30.00; 11x14 Polmer floor model printer \$25.00; Johnson Compact and Hiltite Ventlite \$15.00; 8x10 Portrait lenses \$12.50 to \$30.00; 7½" and 8¼" B. & L. Tessar F/4.5 in barrel \$30.00 and \$40.00; 7½" Busch F/5.5 in shutter \$17.50; 6½x8½ Zeiss V F/18 in barrel \$17.50; 5x7 Hugo Meyer F/9 in barrel \$20.00; 5x7 Turner-Reich in Compound \$30.00. Many others; 10 days trial allowed. Jesse Rorabaugh, Beatrice, Nebr. 8-5-1c

BUSINESS CARDS for photographers: 1,000 Raised Letter thin plate size 88, \$1.98 or 2,000—\$2.98, plus 20c postpaid delivery. Terrific value; samples free. Goff Press, 5017 Cermak Rd., Cicero, Ill. 8-5-3c

STUDIOS FOR SALE

FOR SALE STUDIO. I am 79, must quit. A real bargain for \$800.00 cash. Home Photo Studio, 104½ North Liberty St., Independence, Mo. 8-5-1c

"SYNCHRO-FLASH"

(Patent No. 2,039,193)

THE PROFESSIONAL SNAPSHOT

For Better ACTION PORTRAITS

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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.

Eliminates necessity for HEAVY WIRING and LARGE FUSES.

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INSTANT CONTROL, full power of photofloods used only during actual exposure, automatically on LOW.

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VENTLITE FACTS

For more than a quarter of a century the Johnson Ventlite Company have been pioneers in introducing high efficiency reflector equipment for photographic lighting purposes.

The name VENTLITE means more than a trade mark. It is an assurance and a guarantee of scientific design, superior efficiency, greater adjustment flexibility and versatility of usage.

Twenty-six years ago while other manufacturers were extoling the merits of the carbon arc, the Cooper Hewitt and flashlight powder, the Kompakt Ventlite made its appearance as the first reflector equipment for the then imported large incandescent lamps. The Kompakt Ventlite is still a major seller in Single and Double Portable Outfits.

In 1918 the Ventlite Skilite pioneered in grouping of several reflectors for strictly studio use. It is available now in Single, Double and Quadruple Assemblies.

The Studio Modeling Ventlite came in 1925 and was the first and still is the best light for modeling and highlighting purposes. It is the first choice light in most studios today.

In 1927 the Cine Ventlite was the forerunner of lighting equipment using the tubular 1000-watt lamp. It is extensively used for industrial movies and commercial purposes and is available in Single, Double and Quadruple Portable Outfits.

In 1930 Ventlites produced and still maintain the most efficient and versatile photofloods and photoflood reflector equipment and accessories.

1934 brought out the outstanding Overhead Indirect Flood Ventlite system, that is now considered the standard in flood lighting.

1935 presented the commercial photographer, photo-engraver and other graphic arts workers with the Copy Ventlite which is absolutely in a class by itself for evenness of light spread over large copies. Available today for use with incandescent, fluorescent and water-cooled mercury lamps.

1939-1941 Fluorescent Ventlites with larger and more efficient reflector equipment than any competing units.

Fluorescent Ventlites are available in Single 15, Twin 15, Triple 15 and Quintet 15 portable and home portrait units. In Twin 30, Triple 30 and Quad 30 Wide Angle Overhead Units and in a Quad 30 Wide Angle conversion unit for the Overhead Indirect Flood Ventlite. In Sextet 20, Quad 30, Sextet 30 and Octet 30 Flood floor stand units. In Twin 30, Triple 30 and Quad 30 concentrating or Modeling floor stand units and in a ceiling type Quad 30 Modeling unit.

Fluorescent Modeling Ventlites do a real job of modeling that is a revelation to the uninitiated.

Reflector Equipment for the high intensity 1000-Watt H-6 Water Cooled Mercury Lamp has had our careful development and we are prepared to fabricate extremely efficient vacuum frames and copy light apparatus for this mighty light modality.

We invite your most careful inspection and comparison at the National Convention, Booths 207-208, Second Floor, Stevens Hotel, August 18 - 22.

JOHNSON VENTLITE CO.

4619 W. Harrison St., Chicago, Ill.



Px—Portrait Sample Assortment \$1.00
Complete range of sizes.

Sx—Special School Samples \$1.00
Specify contact—projection sizes.

PATENT NOTICE—Wedge action lock easels manufactured under 2 U. S. Patents exclusively by Winthrop-Atkins Co., Inc. Sales of such mounts not of our manufacture are subject to Patent Law Prosecution.

COMMAND BETTER PRICES FOR QUALITY PORTRAITS!

With the NEW Lower Priced

EAS-L-MOUNTS

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Photo case back with non-collapsible Lock easel.



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Over a dozen artistic, exclusive designs to choose from.

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Direct Positive Booth Cameras Enlargers and Visualizers

35 and 70mm 200 ft. roll film cameras for School work.

Our new 3 1/4 x 5 positive camera may be ganged with our 1 1/2 x 2" and used in the same booth, making full figures as well as the 4 for a dime size.

Our eighteenth year of success manufacturing the above type cameras.

DUNKER'S VE-JA-DE PRODUCTS
STE. GENEVIEVE, MO.

GROUND FLOOR studio located on corner in Cleveland. Established 28 years; fully equipped, modern, doing good portrait business. Low rent with or without living suite. Owner engaged in other field. Bears close investigation; price reasonable. Address H-5 care this journal. 8-5-2
HALF INTEREST in portrait and commercial studio, Ohio town, population 300,000. \$800.00. All replies strictly confidential. Address L-3 care this journal. 8-5-1c

FOR SALE to reliable photographer, preferably Winona graduate, partnership in growing, established, quality portrait studio in Wisconsin. \$750.00 investment required. Write Z-1 care this journal. 8-5-1

FOR SALE—Complete studio and photographic equipment in Alma, Kansas. Only studio in Wabaunsee County. Mrs. G. H. Meier, Alma, Kansas. 8-5-1c

ONE OF the finest studios in good location in Detroit. Equipment first class. Will sell reasonable for cash. Please write me a letter stating when you can visit the studio. Address W-4 care this journal. 8-5-1c

FOR SALE, studio in county seat town. Nearest studio 25 miles. Can be bought on easy terms. For further information write Burnetts Studio, Rockville, Ind. 8-5-1c

FOR SALE—Fully equipped portrait studio with large clientele and thousands stored negatives, located in the heart of medium sized Ohio city. A sacrifice. Write S-12 care this journal. 8-5-1

\$1200.00 WILL buy a well equipped studio in the business section of the city. Low rent, living quarters. Will consider offer. Illness reason for selling. J. Hannafin, 631 Canal Street, near Royal, New Orleans, La. 8-5-1c

FOR SALE—Well equipped and established studio, camera shop and photo finishing plant combined. Only one in 20,000 population. 22742 John R. St., Hazel Park, Mich. 8-5-1c

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PHOTOGRAPHERS' ARTISTS

The finest in copy, portrait, and miniature work.

PECK BUILDING

WRITE FOR PRICE LIST.

SYRACUSE, N. Y.

Master OF THEM ALL



Up—up—go dealer sales as more and more photographers demand the MASTER'S dependability . . . plus the many *exclusive* features which have made this exposure meter *master of them all*. And because the demand for WESTON quality continues in full swing, dealers are counting on the MASTER, and other exposure meters by WESTON, to assume an even greater role in their sales plans during the uncertain period ahead.

WESTON Exposure Meters will be on display in the WESTON Booth, No. 31, at the Chicago Convention and Trade Show. We hope you will drop in! Weston Electrical Instrument Corporation, 677 Frelinghuysen Avenue, Newark, New Jersey.

WESTON Exposure Meters

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.**

RETOUCHING AND COLORING

EXPERT RETOUCHER, etcher, correctionist, servicing portrait, commercial, free-lancers, over twenty years by fast mail. Enclose full particulars and shoot 'em right along. F. A. Clarke, 672 Sheridan Rd., Chicago, Ill. 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.

PORTRAIT PHOTOGRAPHERS: Experienced. Permanent position in large chain organization. State age and experience and salary expected in first letter. Write G-4 care this journal. 7-5-4

GOLD TONE STUDIOS, INC., can use two first class portrait photographers, experienced; no dark room work. Good salary to start. Write full particulars in first letter. 12 Andrews Street, Rochester, N. Y. 7-5-4

PRODUCTION MANAGER to take full charge of a portrait finishing plant doing quality work, \$300,000 yearly volume. Excellent opportunity for a man able to accept responsibility and to advance with a reputable growing concern located in a middle western city. Give full particulars as to age, experience and background. Can arrange interview at Chicago Convention. Write C-2 care this journal. 8-5-1

WANTED—YOUNG lady operator, capable of doing theatrical work to manage up-to-date studio in city of 300,000. Must also be retoucher. Boles-Dandurand, Tiffin, Ohio. 8-5-1

MAN EXPERIENCED in retouching and printing on good portrait work. Year around, not temporary. Give all details in first letter to Ramos-Porter Studio, State Life Bldg., Indianapolis, Ind. 8-5-2c

PHOTOGRAPHER, PORTRAIT to take charge of new coupon studio opening about September 1st in Chicago loop. Salary and commission, or part interest. Write F-8 care this journal. 8-5-1c

EXPERIENCED AIRBRUSH artist for trade house catering to photographers for 25 years. Only artist with real ability need apply. Permanent position, good salary. State qualifications. Write S-9 care this journal. 8-5-2c

WANTED—PRINTER and operator, retoucher. Also man or woman who is operator and retoucher. Permanent positions. State experience fully, also salary expected. Boles-Dandurand, Tiffin, Ohio. 8-5-2

WANTED—ALL around man in portrait work. Send photo of self and salary expected. Write Toburen Studio, 408 Jackson St., Wausau, Wis. 8-5-1

WANTED LADY to retouch, color and print. Send photo of self and salary expected to Toburen Studio, 408 Jackson St., Wausau, Wis. 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.

POSITION WANTED by photographer, experienced all around operator, retoucher, finisher and air brush work. Would like to buy part or whole interest after a trial period. Write K-3 care this journal. 7-20-2

YOUNG MARRIED man desires position to do general work in portrait studio. Prefer Wisconsin. Have considerable experience in commercial photography; likable personality and very ambitious. Do not smoke. Write M-2 care this journal. 8-5-1c

JOB WANTED in portrait or commercial studio. Six years experience in printing and taking. 33 years old, single; will go any place, but west preferred. At present employed; would expect to give notice. Write J-2 care this journal. 8-5-1c

RECEPTIONIST OF ability and years experience. Excellent references. Write S-6 care this journal. 8-5-1c

RELIABLE MAN, experienced in operating, printing and retouching, open for position in Ohio or adjoining states. White B-1 care this journal. 8-5-1

PHOTOGRAPHER, FIRST class all around man. Weddings, full figures, groups. Fast, efficient worker; eighteen years experience; married. Details first letter. First class studio. Age 38. Write B-5 care this journal. 8-5-1c

WOMAN OPERATOR, graduate artist. Capable of managing studio and sales. Write M-8 care this journal. 8-5-1c

GOOD PORTRAIT operator, experienced commercial and home portrait. Write M-1 care this journal. 8-5-1

POSITION WANTED in portrait studio by recent graduate New York Institute of Photography. Clean, conscientious worker; operating or darkroom. Prefer eastern connection, Draft deferred. Salary desired \$25.00. Address L-4 care this journal. 8-5-1



A SUPER REFINEMENT

ACKNOWLEDGED the finest lens of its type, especially for color reproduction, the Eastman Ektar $f/6.3$, 1.4-inch, has now been given a super refinement to further improve its brilliant performance. The inner glass-air surfaces of this lens are now treated by a new process to reduce reflection and flare. The result is a greatly increased brilliance of the negative or color-positive image. Greater crispness and clarity of shadow detail are especially marked. In all-aluminum barrel with "click" diaphragm stops, or with Ilex shutter having time, bulb, 1-, 1/2-, 1/5-, 1/10-, 1/25-, 1/50-second action. Two lens caps and velvet-lined wooden case are supplied with each lens. Prices on request.

EASTMAN KODAK COMPANY, ROCHESTER, N. Y.



KODATRON SPEEDLAMP

For Portraiture

KODATRON SPEEDLAMP advantages are not confined to fast-moving objects. In ordinary or group portraiture it stops all motion, but its flash—so fast that it is scarcely perceptible—doesn't startle the subject. And it is so intense that it gives full exposure on Kodatron Panchromatic Film with small lens apertures. This insures great depth with all-over image sharpness—eliminates the need for fixed posing—assures good negatives with every exposure.

CONVENIENCE AND ECONOMY OF OPERATION

The Kodatron Speedlamp flash tube has a life of over 5,000 flashes; no special wiring is required. A 50-watt lamp within the flash tube gives a preview of the light balance on the subject.

Booklet of complete information on request.

EASTMAN KODAK COMPANY, Rochester, N. Y.