

The Professional Photographer

Vol. 79 No. 1598 80c a Copy JULY 1945



Pedigree

In one of his "*Adventures in Contentment,*" David Grayson's carpenter finished the underside of a table with the same care that he devoted to the top. When asked why, because no one else will know, he replied, "but I will."

There is an inherent merit in worthwhile things which sometimes does not at first show on the surface, — but it's there, and in the long run, it *will* show.

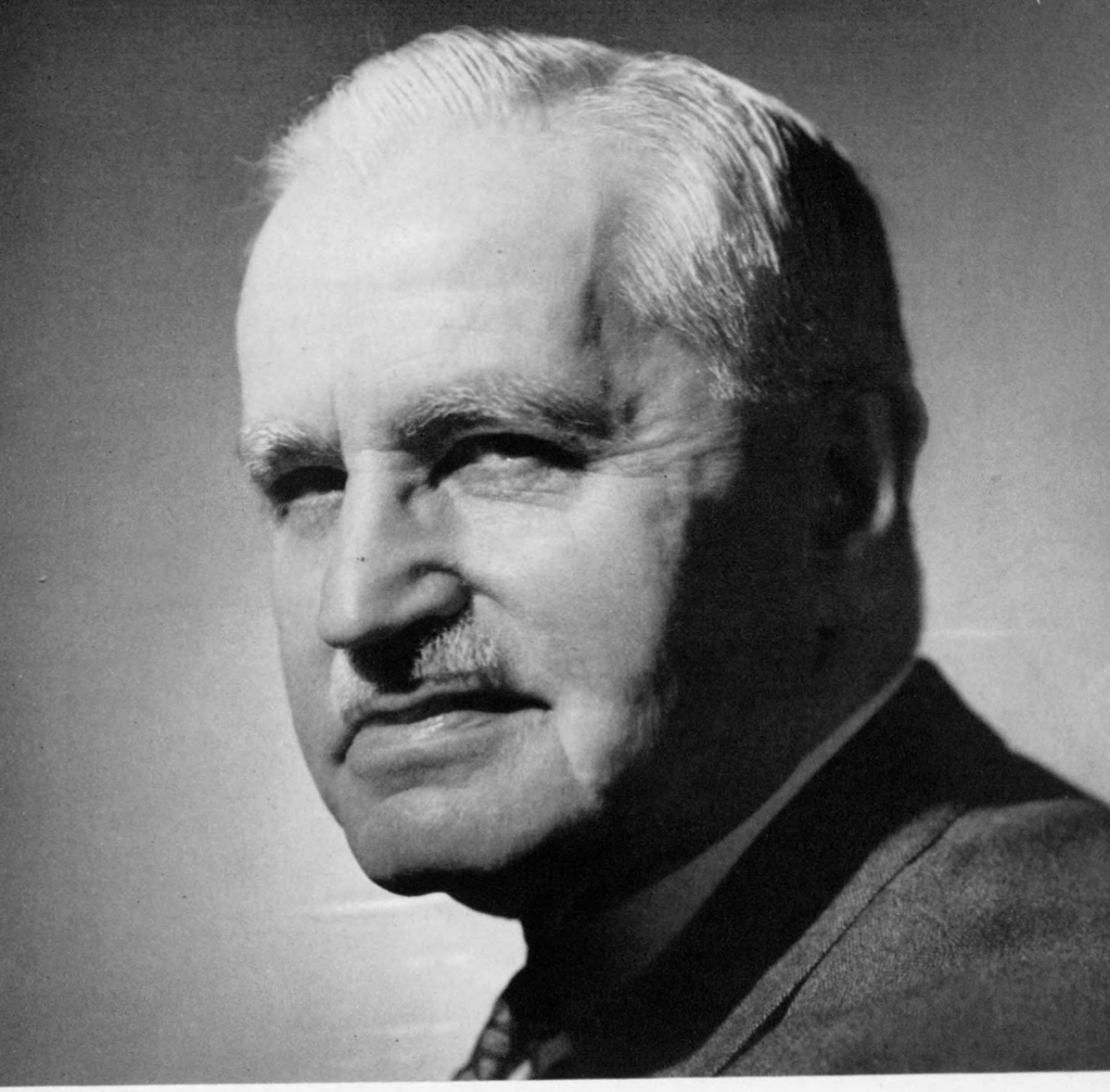
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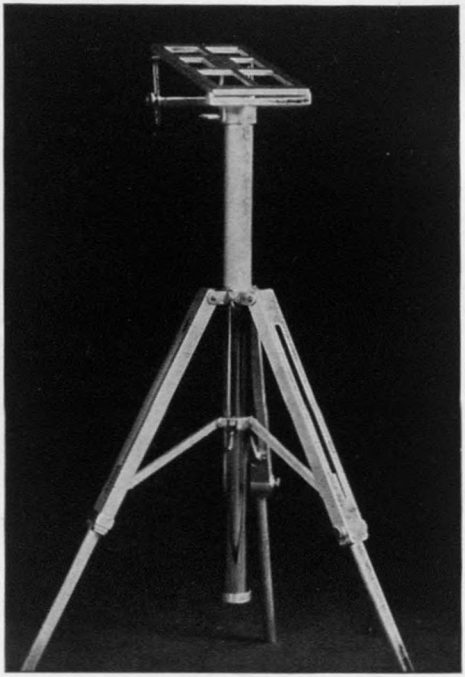
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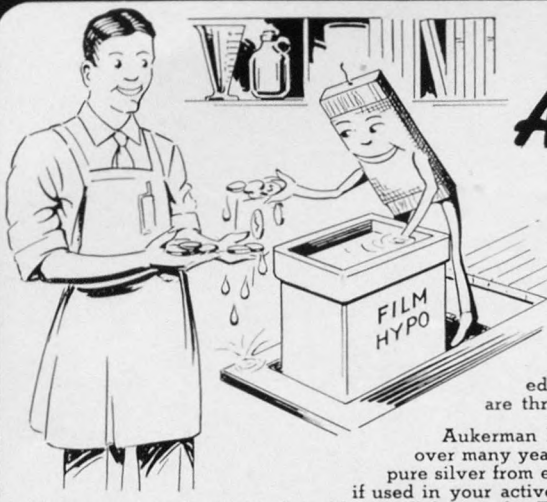


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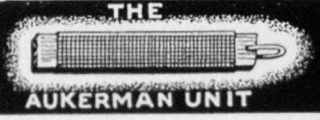


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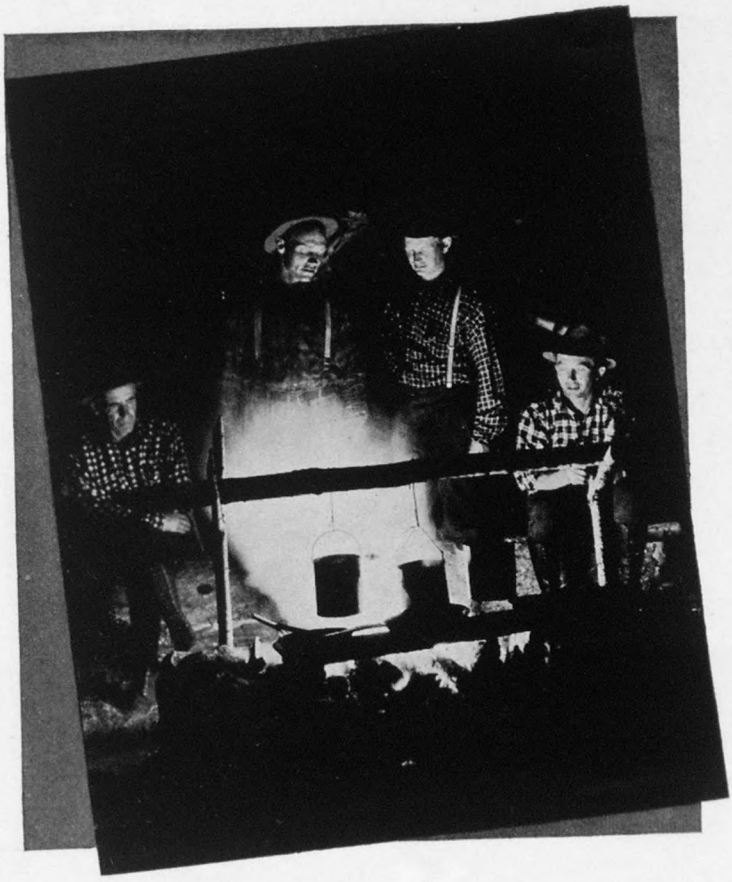
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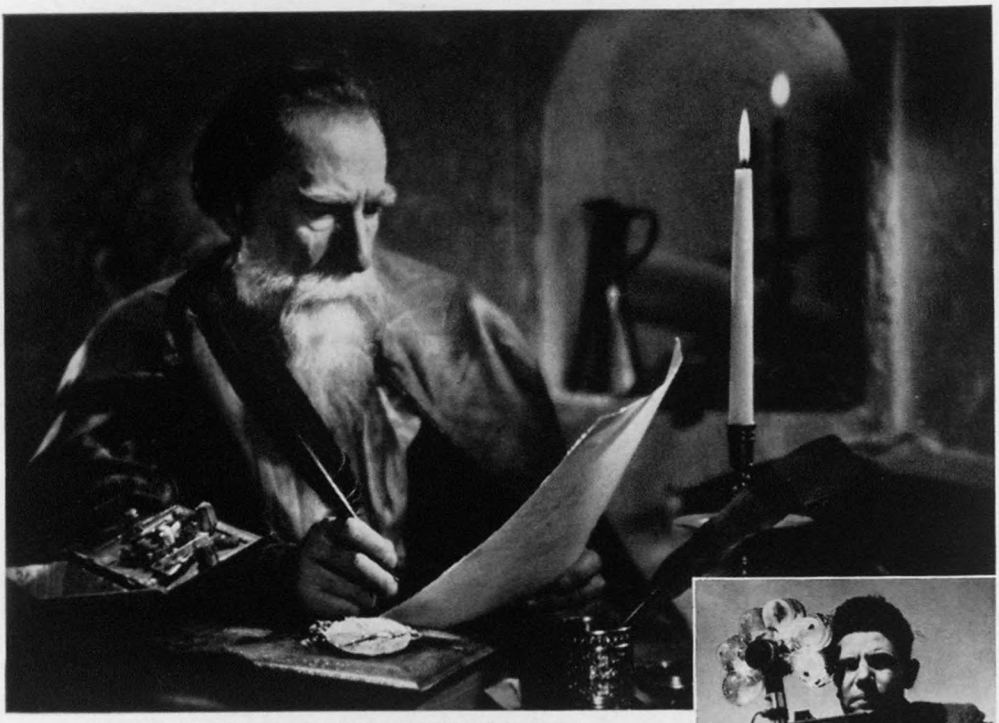
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(This striking photo was made by Sarra for Abbott Laboratories)

A great picture-making team—Sarra and his Speed GRAPHIC.

"Give Yourself a Photo Assignment," Says Ace Photographer Sarra

VALENTINO SARRA, top-rank photographer, advises amateur photographers to remember that the professional succeeds only by carrying out definite assignments from clients. "So test yourself on various assignments," he says. "Try to show 'Two Youngsters Quarreling.' Or pretend you've been told to make a picture that means 'Sunlight.' Be self-critical. Clients are exacting critics."

Follows Client's Wishes

Sarra likes best to take pictures which tell a simple, honest story with no trickery. He asserts, "When a photograph looks too much like a photograph it is no good." Notwithstanding his pride in the art of photography, he usually does exactly what his client wants, believing that it is right to follow the client's wishes. If Chase & Sanborn tell him to photograph a cup of coffee in such and such a way, he follows these directions on his first pictures, then in later shots tries to add to the original conception. "After all," says Sarra, "Chase & Sanborn have watched photographers working on thousands of pictures of coffee cups. Certainly they know more about it than I do."

Fed Up With Nudes

Sarra's first assignment with nudes was a remarkable experience. In a single day he photographed 50 or 60 Earl Carroll beauties (individually!), each wearing an ounce or less of cheesecloth. "I got so fed up with nudes that I've hardly taken another since then," Sarra claims dejectedly.

One day Edward Steichen saw a Sarra picture in a New York Camera Club salon. Steichen caught the flash of genius, got in touch with a friend in one of New York's biggest studios who instantly hired Sarra. Today Sarra is on his own; there are Sarra studios in three big cities and the Sarra gross income hits a very attractive six-figure level.

Except for one of the smallest models, Sarra has every GRAPHIC and GRAFLEX Prize-Winning Camera which we make. He uses them all. His final word of advice is that the 3¼ x 4¼ Speed GRAPHIC is the best camera for amateurs.

GRAFLEX, Inc. Rochester 8, N. Y.
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● Only accessories belonging to the sitter are employed in their studio, a practice essential to natural effect, Mr. and Mrs. Gerdes believe. Skillful arrangement may build attractive lines and designs. Furs, for instance, may be held by the sitter or draped to the floor to form interesting lines. A babushka draped on the table where a young woman's arms rested made a realistic portrait especially striking.

The happy effect produced by clothing in which the subject feels really at ease was nicely illustrated by a recent informal study of a man, with soft shirt open at the throat, and smoking a cigarette. When this sitter came from New York wearing a business suit, it proved difficult to obtain a satisfactory clue to his personality. Finally Mr. Gerdes, intuitively deciding that he looked like a man accustomed to the out-of-doors, suggested a pose with the collar open. This suggestion wakened an immediate response, and it developed that the client had brought a sports shirt with him for that very purpose. A fine informal portrait was obtained. In photographing men who are fond of smoking, as this subject was, the Gerdes' find that a cigarette or pipe may make a definite contribution to realistic expression.

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

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Another picture was done with the smiling expression that is his characteristic response to his mother. She was extremely pleased with this interpretation.

"Sitters themselves often suggest that a portrait intended for a particular person should convey a special emotional response A young soldier voiced what many Army men feel. 'My girl won't be satisfied unless I'm smiling broadly, for I'm usually smiling when I'm with her.'

"Women as well as men like to give photographs of this character to those who are dear to them. One girl whose portrait was to be sent to her fiance remarked, 'I don't want the expression too smiling or he may think I'm not missing him.'

"But another reacted differently. She suggested a smiling portrait with the explanation, 'I want to give him something cheerful to think about over there.'

"A young woman photographed for the en-

The Gerdes Studio, an Ideal Partnership, Plans Perfect Portraiture

By V. Kent

(The Second of Two Articles)

(With ten illustrations by William Gerdes, M.Photog., and Helen Sheldon Gerdes, M.Photog.)

In this war-time period when photographs are deeply treasured in homes and on the fighting fronts, Mr. and Mrs. Gerdes find that several different interpretations, representing the individual's response to different persons, are frequently most satisfying.

"One portrait may express the sitter's serious self in realistic fashion," they explain. "Another may interpret his characteristic response to his parents, while a third may be specially planned for his girl.

"Photographs of a young sailor living in this suburb suggest the interesting results that can be obtained through this method. One portrait in profile with arms folded revealed his thoughtfulness, strength and manly character.



"Little Miss Muffet" is the highly appropriate title of this Gerdes portrait. An attractive, appealing pose, with the ornamental iron spider-web as a most fortunate background.

sign to whom she was to be married gave the portrait special significance for him by wearing her engagement ring and his bars. The association thus evoked resulted in a fine expression."

These careful photographers emphasize the importance of making certain that the response is entirely natural in portraits done for a particular purpose. A smile, unless a characteristic reaction to the person to whom the photograph is to be given, may convey feeling less effectively than the eyes. To induce genuine, spontaneous emotion, they chat about the recipient. If it is to be the young man's mother, they may ask her age, interests, and so on. As the boy visualizes his mother busy with familiar duties and pleasures in the home, he responds with the very expression that will make the portrait delightful to her.

Today parents are often photographed together for sons in the fighting forces. It is natural for them to talk about their boys at war and the subject wakens the desired expression. When pictures are to be sent to the war zones, 3x4 specials are made for folding cases, which can be carried in a pocket, in addition to larger sizes. The Gerdes Studio sends many photographs to men in the service in Iceland, the Solomons, Guadalcanal, New Guinea, and North Africa.

The reputation that Mr. and Mrs. Gerdes have earned for unusual juvenile portraiture is largely a result of their conviction that it is quite as worth while to work patiently for





Two Gerdes portraits of a sailor. His mother liked the one on the left, but he himself was sold on the stern pose at the right.

expression of personality in the child as in the adult.

An incident that suggests their resourcefulness in persuading even the smallest child to respond happily to studio surroundings occurred while the writer was present. A young mother brought her two-months-old baby to be pictured. Some of the photographs were to be sent to relatives in the Army who had never seen the child. Earlier in the day he had been

"Informal poses are popular with servicemen's families," remarks Mr. Gerdes of the portrait at the left below. Apparently the higher the rank the more rigid the pose and expression, as witness the portrait at the right of the Lieutenant Colonel.





Critical Analysis By Will H. Towles, 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.



63

● The portrait we have before us for consideration this month is a very good piece of work, well spaced and offering a nice composition. The expression is unusually good.

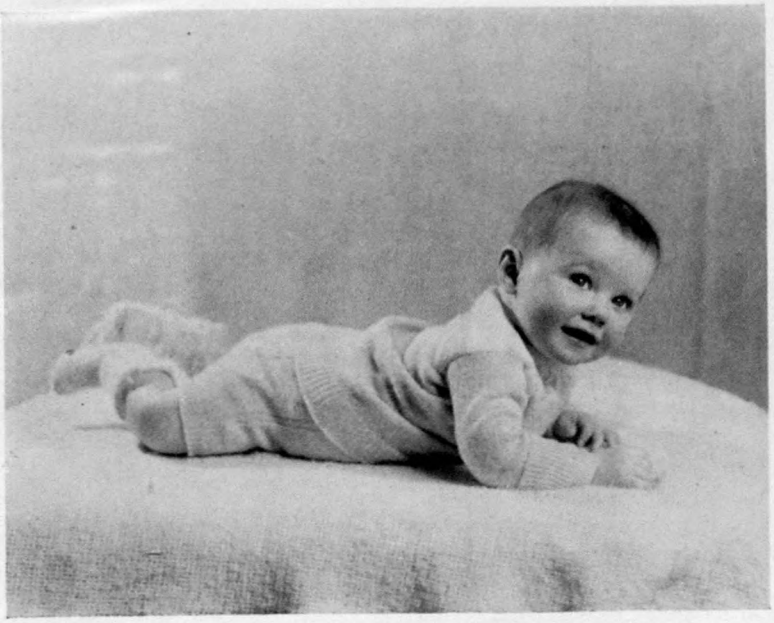
This photograph was made with a bank of seven 36″ fluorescent tubes for the highlights and a 500-watt light on the background. A reflector was used on the shadow side and two head screens were also called into play, one on the ear and the other to shade the hand and the lower part of the portrait.

I believe a little better result could have been obtained had the fluorescent light been placed a few feet farther away, and possibly a bit higher. In my experience I have found that the position from which such a light produces the best modeling is about 10′ from the subject, the light being raised to its fullest height. To me the illumination on the background does not add any quality or interest to the portrait. Cover those light areas of the ground close to the face and shoulders and you will see that a greater effect of depth and roundness is obtained. Actually the high light on the ground beside the right cheek, in juxtaposition with the cigarette, is quite disturbing.

brought to the studio, but had seemed restless. Mrs. Gerdes, learning that it was close to his feeding time, suggested that the mother bring him back directly after he had been fed, so that the picture might be the best possible. When that time came, he was a very different child, amiable and contented. As he sprawled comfortably on the special table for posing babies that is a feature of the camera room, both Mr. and Mrs. Gerdes played and talked with him until he responded with gurgles, smiles and an amusing pose.

Effective in furthering regular juvenile business is the suggestion made to parents of small babies that photographs at one year, 18 months, two years, and so on, will be of great interest in revealing the development of personality.

Beside the shrub-bordered walk leading to the Gerdes Studio, the windows of a display cabinet feature a selection of portraits, among them numerous juveniles. Here, recently, were included clippings announcing a contest for portraits of beautiful children conducted by a New York newspaper. Such events, made known to clients in this way, result in consid-



Another Gerdes portrait. We sense the hand of Helen Gerdes in this as it is called: "Jimmy, with apple cheeks and big brown eyes."

erable business.

The parents of a contestant, an attractive, shy little boy who had previously been photographed, came to the studio during the writer's visit. They sought advice about the correct mounting of the contest photographs. Mr. and Mrs. Gerdes supplied the needed information and provided extra mounts of the type required, which they had made for that purpose. The attractive youngster in the meantime climbed on the piano stool. Although their hours are filled with work, the Gerdes did not hurry these callers but asked the boy to sing for them. The parents enjoyed a friendly chat. When they left they took with them the memory of an understanding and hospitable atmosphere which would remain whether or not their small son won an award.

Such friendliness the Gerdes' consider a fundamental of good living and good photography. Their ability to extend it is based upon the efficient system they have worked out. In attaining success, one feels, these talented, likable people have also realized other worthwhile satisfactions — that of making others happy as often as they can, and of setting such high standards for their own work that they materially contribute to the general understanding and appreciation of fine portraiture.

How Some Studios Are Preparing for the Post-War-Period

By Eugene A. Conklin

● Professional photographers are even now preparing for the post-war period. Many of the promotions to be put into effect immediately after V-Day are well worth considering at the present moment.

For example, there's the Buffalo, N. Y. photographer who is running advertisements urging people to prepare "Wartime Albums" now to give their G. I. Joe when he returns from the war. These albums will contain pictures of family members taken during the days of World War II, pictures of Junior, grandmother, pop and sis.

If the family has snapshots along this line taken in past months now is their cue (he points out) to bring them to the photographer who will enlarge them and perhaps in some instances color them. If G. I. Joe has sent home photographs of himself from the front the Buffalo photographer will make copies of them for inclusion in the album.

And if the family haven't had pictures of themselves taken—the Buffalo photographer will oblige by coming to the home and making a series of informal portraits for the purpose. Particularly does this photographer suggest that not one but a number of photographs of G. I. Joe's young namesakes be included in the album—showing how they've grown since father marched away. The photographer supplies and supervises the album, making each one a highly individualized work of art. This photographer recommends such a "Wartime Album" as a "welcome home" present to the returning veteran.

A Syracuse, N. Y., photographer has a slightly diferent approach. He's having a



A Roosevelt Hospital graduate, by the Gerdes Studio.



A Lieutenant in the American Women's Hospitals Reserve Corps. Portrait by Gerdes.

stenographer type out—right now—a series of personal letters to be sent to returning war veterans immediately after they reach home. The letter suggests that they and their loved ones have their pictures taken together and offers a special pricing on group portraits if taken within 30 days of the veteran's arrival on the home front. Letters are personally typed and mailed first class to avoid being tossed into the waste-basket. The letters will be all typed awaiting typing-in of the name of the addressee at some date in the not too distant future when X-day is an actuality.

And the commercial touch cannot be overlooked. Almost all merchants will have ex-employees from the service rejoining the fold. A Utica, N. Y., photographer is arranging with Main Street store-owners to take group photographs of their servicemen-ex-employees back in store service—going about their business. Such photographs—informal affairs—will be presented to employees with the best wishes of their employer.

Also a number of stores contemplate remodernizing and revamping their premises. This photographer is arranging to take several photographs showing the store as it was in the days of World War II and as it appears after post-war modernizing touches have been applied. Hardly a denizen of Main Street but what has elaborate plans for putting into effect changes in store design and this photographer wishes to be in on such after X-day projects.



A cap and gown picture by Gerdes, done in the manner of Durer — his painting of St. Paul and St. Mark.

Next to the business-securing schemes designed for post-war usage several photographers have unusual projects in connection with the studio end of the business itself. A Rochester, N. Y., photographer is adding two new rooms to his studio. One is a "Rogue's Gallery," so called because on its walls are examples of the various types of photography he has handled during previous years. Easy chairs will allow potential studio patrons to "drink in" at leisure liberal specimens of the photographer's proficiency without being interrupted by a flow of sales talk. Anyone may enter the "Rogue's Gallery" without the necessity of talking with the studio receptionist. Various lighting combinations allow the patron his or her choice of more than 30 various color combinations affording a chance to view the assembled pictures under every possible existing condition.

The other innovation will be a "Patron's Preparing Room." This room will be far more than an ordinary "rest room" with make-up facilities. It will contain a radio—a number of periodicals—a studio couch of the comfortable variety—a water cooler—all the comforts of home including a *shower-bath* and complete air-conditioning unit, and of course a "make-up" bar with a number of varied cosmetics on tap in case the patron forgot her "essentials."

This photographer will advise patrons to rest for 15 full minutes on the studio couch, relaxing with the aid of the radio, then make-

up preparations will commence. The results of this "freshening up" procedure will be valuable indeed because of the very important matter of relaxing the sitter's facial muscles.

A Schenectady, N. Y., photographer plans to specialize particularly in corrective retouching after the war and in copying originals of pictures taken during World War II. His theory is that every American family will have had photographs taken on the war—or home-front during the war of which they will definitely desire copies made. He plans to employ disabled veterans in this department—the work will not be unduly strenuous and it will be a means of improving their morale to a considerable degree.

Then there's an Albany, N. Y., photographer. He believes that it will be a year, possibly more, before "The Land of the Rising Sun" finally sets. With this thought in mind he's training four high-schoolers to set up a permanent high-schoolers' department after the war. He's not interested in training these high school lads and lassies as strictly wartime help—no indeed.

Instead he has selected high-schoolers who wish to make photography their business in life, or who at least are willing to spend a year or more at it after graduating from high school before entering collegiate portals. After the war this photographer hopes to have his young assistants so well trained that they can drum up school business—plan school publicity stunts—handle all the darkroom details in connection with student shots and possibly even take many of the student group photo-



Portrait of a lawyer at ease, by the Gerdes Studio.

The Cover Picture

● This months' cover, titled "Freckles and Red Hair," was selected for Loan Collection and publication use from the entries in The P. A. of A. 1944 Photographic Competition. It is the work of Louis F. Garcia, P. A. of A., owner of the Monmouth Studios, Long Branch, N. J. Born in Spain in 1902 and brought to America in 1907, Mr. Garcia was unable to enter the Army in World War I due to his youth, but in 1920 he enlisted and by request was assigned to the Photographic Section of the Signal Corps, where he had a year of training in still and motion picture photography, followed by two years of practical military photography while stationed at what is now Fort Benning, Ga.

On his discharge from the service, he attended the Illinois College of Photography at Effingham, following this by taking the course at the Winona School of Photography in 1924 and 1925. Then, before starting out on his own in 1936, he was fortunate in working with some of America's most famed studios: a year with the late Pirie MacDonald, Hon.M.Photog.; four years with the late Vandamm; three with Hal Phyfe and three with Frederick of the Waldorf, all in New York City. Before World War II he had developed a portrait clientele in Florida in the winters and at high society's Pocono Manor Inn in Pennsylvania. When this country entered the war he was promptly put out of business for the Navy took over the Hollywood Beach Hotel (his Florida headquarters) and also Pocono Manor. But the latter is now back in the hands of its owners and while Mr. Garcia is continuing his Long Branch studio he is now busy again at Pocono.

"My real break came," he writes, "when I had the opportunity of going to work for Mr. MacDonald in whose studio, under the tutelage of William Gerdes, M.Photog., whose wizardry in the darkroom is unsurpassed by anyone I have ever known, I acquired a fairly good understanding of print quality. On the strength of this I have been able to build a decent foundation as a portraitist and while I haven't seen Bill in years, I feel I owe the major portion of what I know about quality in photography to his patience with me during the year I served under him. To Will Towles, M.Photog., I must extend also my appreciation for his kindness and great help to me during my two summers at Winona when he was still the Director. They may not know it but these two men have had a greater influence on my work than anyone else. I hope some day I can do something that will do credit to their teaching ability."

graphs while he attends strictly to his adult trade.

These high-schoolers—after the war—will be solely responsible for their student department—its business-getting promotions and its activities in general. They will work on a straight weekly salary basis plus a commission —on business they individually dig up among their student cohorts.

Finally we mustn't overlook the Northern New York photographer who intends, during the post-war era, to specialize in residence photography. Hundreds of returning war veterans and their wives or brides will move into new homes purchased with their mustering-out funds and other sources. They'll be interested in having photographs made of the interiors and exteriors of their homes as well as shots of the garden, etc. Many other householders will modernize their happy homesteads—installing playrooms, home workshops and other post-war features.

This photographer expects to sell many house owners on having a "room by room" series of photographs made with members of the household included. For example a living room scene with dad in an easy chair; a bedroom pictured with baby in her crib—every picture in full natural color. A "My Home" album such as this is desirable for any American family. In addition, pictures of the house exterior or of the living room may be taken



KODAK

Super Panchro-Press Film

SPORTS TYPE

The picture above was made at a skating exhibition with existing lighting—1/100 second, *f*/4.5. Sports Type is fully twice as fast as Super Panchro-Press Film, Type B, and builds further speed with prolonged development, with minimum veiling and without excessive contrast or grain. Try Kodak Super Panchro-Press Film, Sports Type, on that next difficult assignment.

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

and used for Christmas cards.

Christmas cards will be a fertile post-war field. Every member of the family is a prospect for an individual set of cards. Junior can have his picture on his Yuletide missives, dad—seated at his desk in the office or at home—will make excellent photographic fodder for Christmas card design; sis with her doll; mother at the range in the kitchen—human interest photographs all, and all eminently suitable for this type of Christmas greeting.

Arkansas Statutes Amended to Provide for County Licensing of Itinerant Photographers

• Through the efforts of the Arkansas Professional Photographers' Association certain sections of the statutes of that state have been amended to provide specifically for the taxation of itinerant photographers. The new law, which we quote in full below, apparently leaves the amount of the fee or tax to the respective county authorities. It is unusual in that the taxes or fees so collected are set aside for the benefit of the county general school funds. Arkansas, like North Dakota, was unsuccessful in maintaining a state license law in the courts. How North Dakota found a way out of that difficulty was explained in our May issue; it now appears that Arkansas has also solved its problem. The amendments are contained in Act 220 of the Arkansas General Assembly, approved and placed in effect on March 20, 1945.

An Act to amend Section 13364 of Pope's Digest of the Statutes of the State of Arkansas, as amended by Act Number 58 of the General Assembly. Approved February 17, 1943, and to amend Section 13365 of Pope's Digest of the Statutes of the State of Arkansas, and for other purposes.

Be it enacted by the General Assembly of the State of Arkansas:

Section 1. Section 13364 of Pope's Digest of the Statutes of the State of Arkansas, as amended by Act Number 58 of the General Assembly, approved February 17, 1943, is hereby amended to read as follows:

Section 13364. Tax on Photographic Work. The vocation, occupation or business of going from place to place, or house to house, in any city or county soliciting orders through the sale of coupons, or otherwise, for portrait photographic work, copies, enlargements or tinted portraits in water colors or in oils, by itinerant photographers not having a permanently established place of business within said county, is hereby declared to be a privilege and taxable for the use and benefit of the county general school fund for the county in which so operating, and the rate of tax upon such privilege shall be as hereinafter fixed, and shall be paid to the clerk of the county court who shall issue his receipt therefor when satisfied that the applicant is an itinerant photographer within the meaning of this act. The receipt so issued may be cancelled by the clerk at any time before its expiration on a showing that same was obtained through fraud or misreprentation.

Section 2. Section 13365 of Pope's Digest of the Statutes of the State of Arkansas is hereby amended to read as follows:

Section 13365. Itinerant Photographer—Defined. For the purpose of this act the terms "Itinerant Photographer," and "Itinerant Non-resident Photographer," are defined to be any person, firm or corporation, engaged in the business of going from place to place, or house to house, in or about the city or county soliciting orders through the sale of coupons or otherwise, for portrait photographic work, copies, enlargements of portraits, or tinted portraits, whether in water colors or in oils, and not having within said county a permanently established place of business for photographic work of at least one year standing.

Section 3. All laws and parts of laws in conflict herewith are hereby repealed.

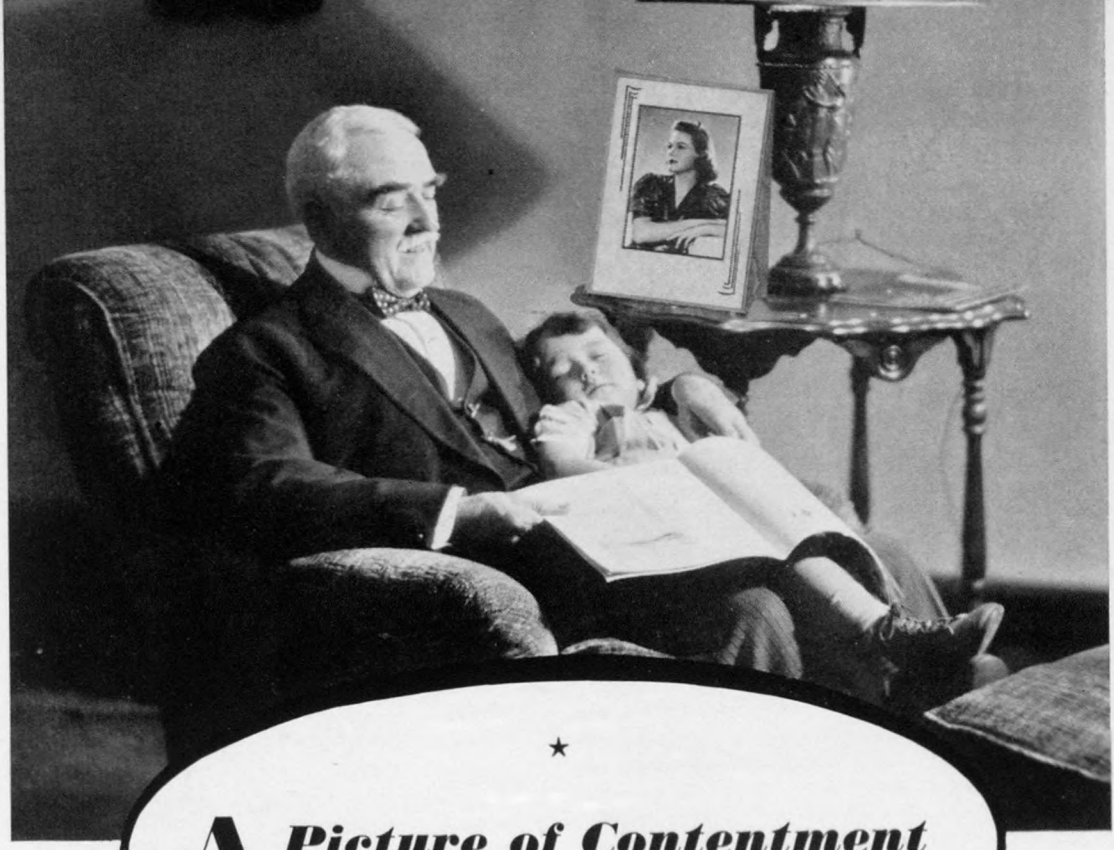
Section 4. Emergency Clause. It having been ascertained that many of our citizens have been and are being defrauded by unreliable itinerant photographers, an emergency is declared to exist, and this act being necessary for the immediate preservation of the public peace, health and safety, shall take effect and be in full force from and after the date of its passage and approval.

Bonus Systems for Employees

• "I am thinking, and have been for a number of years, of some way of putting in a bonus system for my employees," writes one of our readers, and we are quoting his letter in the hope that studio owners who have satisfactory plans of the sort in operation will tell us about them. It is a matter that well warrants discussion at this time and we will welcome any information offered for publication, omitting studio names and cities if desired.

Our correspondent continues: "I have never been able to figure out any equitable way of doing this and wonder if you know of anybody who has worked it out in a satisfactory manner. It is my thought that things are not going to be quite the same as they were in the old days when we used to get an employee and work him 10, 12 or more hours a day at a small salary. As a matter of fact, I used to think it was a disgrace for anybody to be a photographic employee.

"As we raise the level of our employees I feel confident that we will raise our own personal level. I have, in the past 20 years, tried a number of



A *Picture of Contentment*

EVERY family cherishes portrait photographs which realistically record the spontaneous enthusiasm of childhood and the calm serenity of later years. It is logical that photographs affording so much satisfaction should be displayed in mountings which are paragons of good taste, appealing design and sturdy structure.

CHILCOTE Master Mountings have long been the choice of studios who are satisfied with nothing but the best. We are now working on new lines to be brought out post-war which will exceed anything previously offered in both appearance and quality.

MASTER *Chilcote* MOUNTINGS

THE CHILCOTE COMPANY • 2140 SUPERIOR AVE. • CLEVELAND 14, OHIO

Distributors and Representatives throughout the United States and Canada
On the Pacific Coast Master Mountings are sold and distributed through:

THE DEFENDER PHOTO SUPPLY COMPANY
1135 South Flower Street, Los Angeles, California

THE T. H. WILTON COMPANY
11 First Street, San Francisco, California

plans and none of them ever seemed to work quite as I wished them to. Naturally what I want is an incentive to keep all of my employees on their toes for 12 months of the year, not just at Christmas time. I have learned that this does not necessarily follow just as a result of paying higher salaries. On the contrary I find that during the past five years at least I received the least return in genuine effort from those employees to whom I paid the highest salaries."

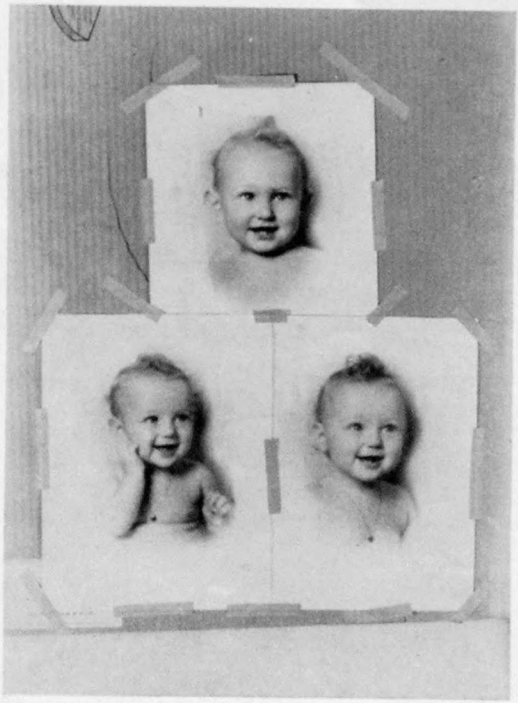
The Idea Exchange

We pay, on acceptance, $1.00 for each item we can use for this department. Stunts, gadgets, formulae, short-cuts, just so long as they are original with you. Long or short, illustrated if necessary. The idea is the main thing - we'll do any needed re-writing. Just address this department.

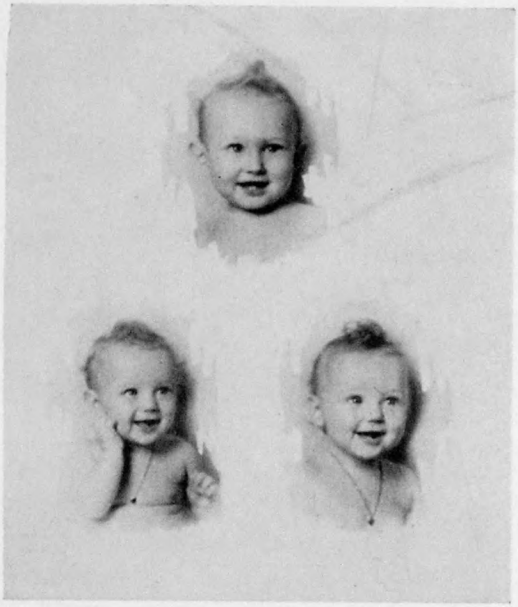
Simple Way to Make Combination Vignettes

By Kent Bellah, P.A. of A., Saint Jo, Texas
(Illustrations)

• A customer recently brought in three baby photographs which she wanted copied and combined into one print, each head to be vignetted. Ordinarily we would have made three negatives and then printed in each head separately. Instead we worked out this idea which made the job simpler, saved film and also produced more uniform finished prints. As the first illustration shows we taped the three originals to our copy board in the positions we wanted them to occupy on the copy, and made one copy negative of the three. A paper mask, taped to the negative, cut out all of the unwanted background without a lot of blocking and the "etching effect" around the three vignettes was worked in on the negative with a grease pencil. Then all we had to do was make straight prints. The customer was well pleased with the result, which appears in the second illustration.



Illustrating Mr. Bellah's vignette idea.



The finished vignette.

Turning Showcase Prints into Cash

By Frank J. Gill, P.A. of A., Oil City, Pa.

• We find that after photographs made up for display in the showcase or window, or even in the studio itself, have served their purpose the majority of them can be sold. Of course this must be done before they become soiled, so we have an added incentive for frequently changing our displays and thus avoiding the bad habit of many studios in keeping the same photographs on show until they become so dirty or out-of-date that something simply has to be done about it. At regular intervals, and without waiting too long at that, we change all our display prints and then send a neatly printed 1c government postal card to the subjects. Printed in a large, neat script, it reads: "Dear Friend: We have a beautiful display picture of you which we can now sell to you at one half its regular price. Frank J. Gill Studios." The results are really surprising.

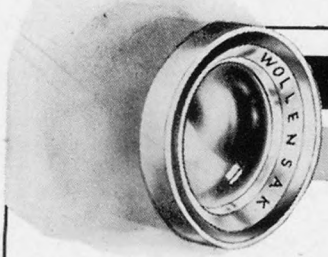
Wollensak "NAME THE LENS" Contest

Big Prizes! $2,350.00 in War Bonds

MATURITY VALUE

Here is your chance to name Wollensak's new postwar photo lenses . . . win one of these big prizes in war bonds. Send in your suggestions; no purchase required. This contest ends with Wollensak's new postwar lenses *named* by our friends, the photographers of America.

Contest Closes September 30th



1st PRIZE • $1,000.00 IN WAR BONDS

2nd PRIZE • $500.00 IN WAR BONDS

3rd PRIZE • $250.00 IN WAR BONDS

DEALERS' PRIZES • $600.00 (SEE RULES) IN WAR BONDS

The name you suggest should apply to the *whole group* of Wollensak's new improved postwar lenses. It should cover Wollensak *still* lenses for professional use . . . Wollensak *wide-angle* and *telephoto* lenses for both amateurs and professionals . . . Wollensak *ciné* lenses . . . *enlarging* lenses . . . *projection* lenses.

Send in your entry NOW!

For nearly 50 years, American photographers have known that Wollensak means GOOD LENSES. With Wollensak equipment serving our armed forces throughout the war, you'd *expect* that Wollensak's skill in wartime precision manufacture would mean *even finer* lenses after Victory.

NOW—you may help NAME these fine new postwar lenses . . . lenses that will help you make better pictures, bring you more fun from picture-making.

STOP IN AT YOUR NEAREST PHOTO DEALER FOR EXPLANATORY FOLDER.

"Hints" that may help you **WIN**

Wollensak

ROCHESTER 3, N. Y.

EASY RULES

1. No purchase is necessary to enter this contest.
2. Mail us on the blank opposite (or by letter or on the application in "Hints" folder) your suggested name for the new Wollensak Postwar Photo Lenses. Add not more than 25 words of explanation on why you consider the name appropriate; this is required.
3. Mail your entry to Wollensak, Box 1600, Rochester 3, N. Y. Include your name and address and the name and address of the store from which you buy your photo supplies; this is essential. (If you win first prize, the manager of your photo supply store and his employees will receive $250 in cash or $300 in war bonds. If you win second prize, the store manager and his employees will receive $150 in cash or $200 in war bonds; if you win third prize, he and his employees will receive $75 in cash or $100 in war bonds.)
4. Any resident of the United States or Hawaii may compete, except employees of Wollensak Optical Company, their advertising agency, and their families. Contest subject to all federal, state and local regulations and contest rules.
5. All entries must be postmarked before midnight, September 30, 1945.
6. All entries will be judged for originality, sincerity and aptness of thought. Judges' decision will be final. Duplicate names will be judged on basis of the statement accompanying each name. In case of tie, duplicate prizes will be awarded. No entries will be returned. Entries and ideas therein become the property of Wollensak Optical Company.
7. Winners will be announced in Wollensak advertisements as soon as possible after close of Contest. Winners will be notified by mail.

Upon request, dealer will assist a contestant in preparation of entry.

MAIL THIS BLANK TODAY!

"Name the Lens" CONTEST

WOLLENSAK OPTICAL CO., BOX 1600, ROCHESTER 3, N. Y.

Please enter the following name in your contest. My statement of no more than 25 words tells why I think the name I suggest is appropriate.

MY CHOICE_____
NAME FOR LENSES

I PICKED THIS NAME BECAUSE_____
25 WORDS OR LESS

I BUY MY PHOTO SUPPLIES AT_____
(NAME AND ADDRESS)

MY NAME_____

MY ADDRESS_____

(To be eligible, you must fill in dealer's name)
THIS ENTRY SUBJECT TO CONTEST RULES

'Tis Here, Maybe!

The monthly news broadcast of Portrait Photography. Who's who, what's happened, where, when, why and how. We'll send a 50c United States Defense Saving Stamp for every item we can use in this column, under the following conditions:

1. **Many news items are sent us simultaneously by several people; the Stamp will be sent only for the first one to reach us.**
2. **Send us the facts—perhaps only a newspaper clipping—we'll do the writing.**
3. **Items about yourself, associations, conventions or meetings of which you are an officer, are not eligible for Stamps. The publicity itself is enough in such cases.**
4. **This offer only applies to items concerning Portrait Photographers.**
5. **We reserve the right to judge which items are of sufficient general interest to warrant publication.**

• It was a pleasure to see Hal Etz, now district sales manager for the Dallas branch of Ansco of Binghamton, N. Y., but for many years before that a Clevelander, back in his home city for a brief visit on June 1. He still has his cheery smile, and knowing Texans as we do, we'll wager he is as popular in the Lone Star State as he ever was with the Buckeyes.

• *In our May issue we announced that the Defender Photo Supply Company, Rochester, N. Y., was considering a merger with the Photo Products Department of E. I. du Pont de Nemours & Company, Wilmington, Del. The deal was consummated on May 28, when the business and assets of Defender were transferred. There will be no changes in personnel or policies at Rochester. President L. Dudley Field and vice-president Karl Teo Molin of Defender become division manager and assistant division manager respectively of the Defender Division, Photo Products Department of du Pont. Defender's several branch offices will carry on as before. Customers of both former organizations will benefit through the combination of research and other facilities.*

• Few photographers were as well loved as the late Felix Schanz of Fort Wayne, Ind. For years a member of The P. A. of A., and always active, he was one of the original Trustees of the Winona School and a member of that body when he died, 10 years ago. And now we learn of the death of Mrs. Schanz on June 5. She was 75 and had been ill for four months. Their son Paul has been operating the Schanz Studio since his father's death.

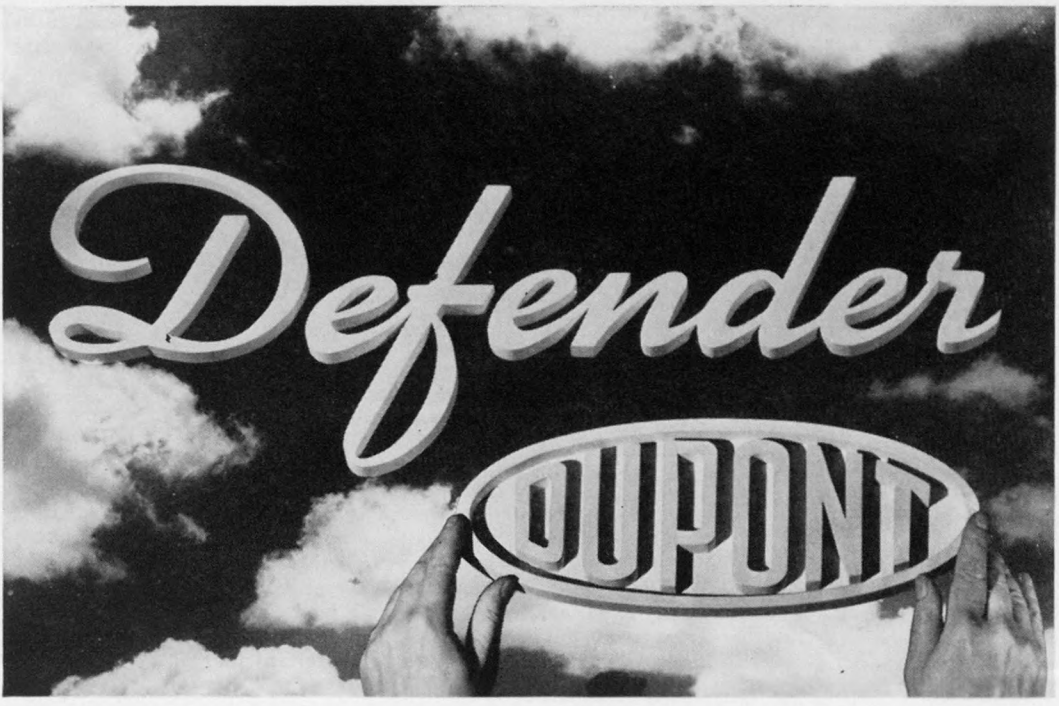
• *On June 30 the Spencer Lens Company, Buffalo, N. Y., became the Scientific Instrument Division of the American Optical Company. The firm is best known to professional photographers for its Spencer Port-Land soft-focus lenses. Delineascopes and other types of projectors. Production of these will be continued and the company will carry on as before, having been owned by American Optical since 1935.*

• Albert A. Speers, P. A. of A., for 40 years a resident of Tacoma, Wash., died there on June 3 at the age of 62. He was owner and operator of the Classic Studio.

• *E. W. Blew, P. A. of A., formerly of Whittier, Calif., who recently sold his studio there and planned to spend a year or more traveling before de-*



L. Dudley Field, right, president Defender Photo Supply Co., Inc., Rochester, N. Y., and Charles L. Wiswell, assistant general manager Photo Products Dept., E. I. du Pont de Nemours & Co., Wilmington, Del., execute documents of transfer whereby Defender became the Defender Division of du Pont on May 28.



IN PHOTOGRAPHY, TOO

Better Things for Better Living...

DEFENDER PAPERS: Apex*, Gelatin Backing Paper, Black and White Proof, Contact and Reflex Copy, Densograph, Litho, Photo-Writ*, Varigam*, Velour Black*.

DEFENDER FILMS: Adlux for transparencies, Arrow Pan, Commercial, Fine Grain Panchromatic, Litho, Pentagon, Portrait, Process, Panchromatic Process, X-F Orthochromatic, X-F Panchromatic.

DEFENDER SPECIAL PRODUCTS: Gelatin Filters, Safelights, Texture Screens.

DU PONT 35 mm FILMS: Superior 2, Superior 3, Microcopy*, Infra-D.

DEFENDER CHEMICALS & CHEMICAL PREPARATIONS: For processing all photographic films and papers.

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

THROUGH CHEMISTRY

To you as a photographer, each of these great names has a special significance. On the products you know and use each has played a part in making more vivid to all, the world the camera's eye sees. Now joined on the films, papers and chemicals that have been your favorites, these names become of even greater importance to you, in the pictures you will take today, and in the great things in photography yet to come. Defender Division, E. I. du Pont de Nemours & Co., (Inc.), Rochester 3, N. Y.

DU PONT
Defender

BETTER THINGS for BETTER LIVING...*THROUGH CHEMISTRY*

ciding whether to return to business or not, has already fallen off the wagon. He has purchased the well-known Fishback Studio, Cheyenne, Wyo., and is once again actively behind the camera.

• If anyone can supply the present address of Mildred (Mrs. George C.) Pace, formerly of 3134 Elliott Ave., Dayton, Ohio, it would be appreciated. The information is desired in connection with the Merit Record of The P. A. of A. Mail sent to Mrs. Pace at that address has been returned.

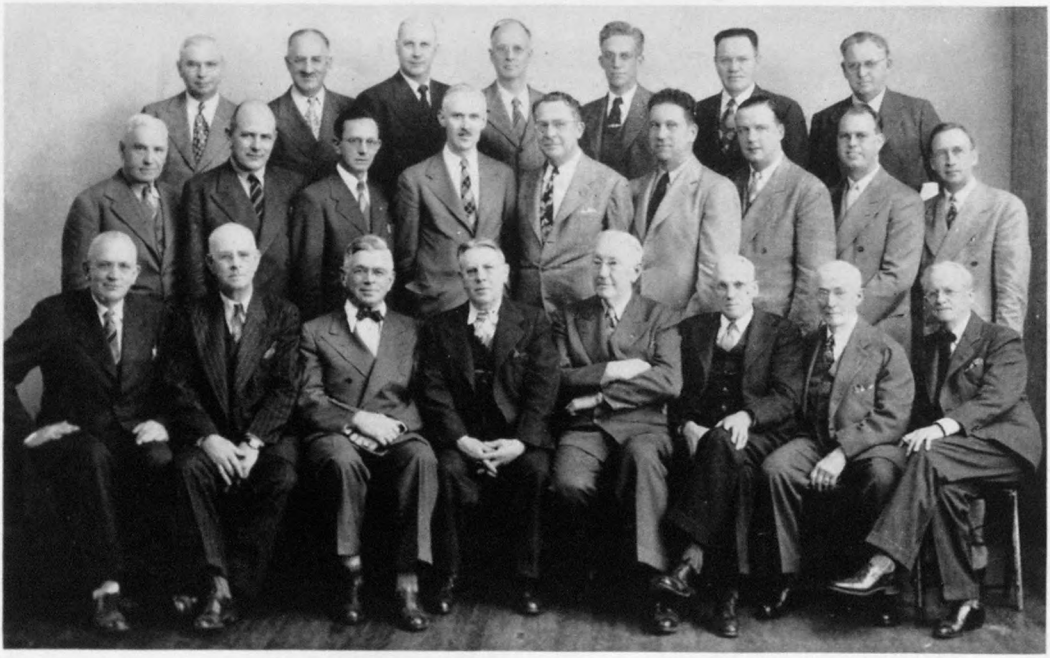
• The *Worcester* (Mass.) *Gazette* is one of many newspapers taking free photographs of babies born while their fathers are overseas, the pictures to be sent them via V-Mail. One woman called that daily recently for an appointment. "Can you come in today?" she was asked. "No," she replied, "the baby's too small." "When can you come in?" "How about tomorrow?" she inquired.

• *In a report of the third annual exhibit of the Chicago (Ill.) Press Photographers' Association we were interested to see that the chairman of the judges' committee was Stuyvesant Peabody, P. A. of A., of that city.*

• On June 16 the S. E. Overton Company, frame manufacturers of South Haven, Mich., who have also been engaged for some time in war production, celebrated the presentation to them of the Army-Navy "E" award for their contribution to the war effort.

• *Orin T. Fasnacht, advertising manager of the Colvin Studios, Kansas City, Mo., lost $75.00 to a robber who attacked him while on his way home on May 24.*

• John E. Reed, Hollywood, Calif., photographer who operates a portrait and commercial studio under his own name in that city, and who has been receiving national publicity for his California chain of Susan Baby Photo Studios (two in Los Angeles, one each in Alhambra and Long Beach) opened a fifth in Pasadena on May 26. The affair was staged in conjunction with the Seventh War Loan drive, $25.00 bonds being awarded to the youngest baby present, the one with the most hair, the baby with the least, the youngest with a tooth and the one who could cry the loudest. More than 1,000 mothers and babies attended and the whole was broadcast over KPAS, Pasadena, and later over 10 Southland stations. Judges were announcer Don Wilson of the



The Cameracraftsmen of America, photographed during their recent meeting at the Free Studio, Davenport, Iowa. From left to right: top row — Gene Garrett, Kenneth M. Wright, Robert L. Voiland, Lyle B. Tyler, Ben. Meyer, George Alexander, J. R. Metcalf; second row — Max Wolf, Frank Free, Jr., Gilbert Woodcock, E. W. Cutshall, Louis Hruska, John Anschutz, John E. Platz, Marvin Helgesen, D. Peterson; bottom row — E. V. Hockett, G. Sidney Cluck, Guy N. Reid, Mr. Free, Chas. F. Townsend, Harvey Voiland, Alva C. Townsend, H. C. Watton. For their cities and the names of those who are Masters of Photography, see page 263 of our last issue.



H-7 paper developer for both contact and projection prints.

PRESERVING YOUR BEST EFFECTS
WHILE CONSERVING
PRECIOUS CHEMICALS

WITH **HUNT'S PREPARED DEVELOPERS**



Copying paper developer for high contrast



H-5 film developer also H5R replenisher

Today, more than ever, waste is unpardonable. Waste of chemicals, especially. For chemicals are mighty war weapons. With Hunt's Prepared Developers, no needed chemicals are lost, no wanted beauty is lost. For these developers are scientifically compounded to achieve dependable results without the waste from guess work, extravagance of failure or disappointment of delay.

Help yourself, help your country — BUY WAR BONDS.

PHILIP A. HUNT COMPANY

ESTABLISHED 1909
BROOKLYN, N. Y.

LONG ISLAND CITY, N. Y.
CAMBRIDGE, MASS.

CHICAGO, ILL.
CLEVELAND, OHIO



Popular Harry L. Kirby, for 18 years Defender representative in Ohio, western Pennsylvania and West Virginia, became assistant manager of Defender's Chicago, Ill., branch on May 1. His many friends will wish him, as we do, the best of luck.

Jack Benny program and Blue Network fashion commentator Frances Scully. Many other prizes of bonds and stamps were given away, while every mother and child received a flower and toy as souvenirs.

• *Congratulations to Mr. and Mrs. Morris Enger, P. A. of A., owners of the Binder-Adelier of St. Louis, Mo., upon the arrival of an eight-pound boy on April 25. His name, and we quote, is Franklin D. (for Darryl).*

• We regret to learn from Mrs. Henry J. Blume that her husband, long a photographer of Worthington, Minn., died on April 18 at Rochester, Minn., aged 75. Mrs. Blume writes: "*Abel's Weekly*, now THE PROFESSIONAL PHOTOGRAPHER, came to our studio for a number of years and Mr. Blume always looked forward to its arrival. I decided to write you a note and tell you how much he appreciated your publication."

• *William L. Bryson, employee of Carley's Studio, Columbia, Tenn., was killed instantly in an automobile accident near that city on June 3. A native of Greenville, S. C., he was only 40 years old.*

• Another name famed in the older days of American photography faded from the scene on June 14 when the Folmer Graflex Corporation, Rochester, N. Y., dropped the word "Folmer" and became "Graflex, Inc." While this is merely a recognition of the fact that nowadays everyone thinks of the company as Graflex, the change comes as a bit of a shock to those of us who can still remember the original firm of Folmer & Schwing, one of whose founders was the late William Folmer, designer and builder of many of America's earlier cameras, especially those in the professional field. In the early days of this magazine, when it was *Abel's Photographic Weekly*, Folmer & Schwing were regular advertisers, as was also another noted camera maker of that day, the Century Camera Company. Both were later merged with the Eastman Kodak Company, becoming divisions of that corporation. In the late 1920's, if our memory is correct, the Century and Folmer & Schwing Divisions, factories, patents and all, were sold to a newly organized firm which took part of its name from the famous camera designed by Mr. Folmer—the Graflex—and the Folmer Graflex Corporation came into being. Today the company's line has expanded into many different types of precision photographic instruments, some of them undreamed-of even by the far-reaching mind of William Folmer. The widely-known brand names: Graflex, Graphic, Century, Crown, Factograph, Photorecord and others, will continue. Only the name changes.

• *The Alcohol Beverage Control Board of Washington, D. C., is worrying over whether a photograph can be considered a legitimate part of a meal. The situation arose when the board was recently requested to approve a plan to install automatic photographing machines in local restaurants. The Corporation Counsel ruled that making photographs is not "incidental to a bona fide dining room," following which the Board decided that the night-club photographers had to go also. Final decision had not been reached when we went to press.*

• George Hayley, P. A. of A., owner of the Hayley Studio, Memphis, Tenn., will now be able to give all his time to his business. Having reached the 42-year-age limit, he received his discharge in June from the Naval Air Technical Training Center at nearby Millington, where he was a Chief Specialist Photographer.

• *Frank Edwards, P. A. of A., Huntingdon, Pa., retired a year ago after 42 years in business in that city. We had not known of his retirement until he dropped word of it when billed for a renewal of his P. A. of A. membership, at which time he said he wanted to continue as an Associate even though he was no longer active. All in all he had spent nearly 50 years in photography, having worked for other studios for some seven years before opening up in Huntingdon. His place there is now owned by Clarence L. Parks, P. A. of A.*

• Congratulations to Stuyvesant Peabody, P. A. of A., of Chicago, Ill., who was recently admitted to the Fellowship of the Royal Photographic Society. He is also a Fellow of the Photographic Society of America, and a graduate of last year's course at the Winona School.

• *John B. Clark, Meridian, Miss., one of the oldest active photographers of that state until his retirement due to illness a year ago, died in hospital there on June 11. He was 74 and had conducted his studio in Meridian for 48 years. His widow will continue the business.*

BRIGHT STAR

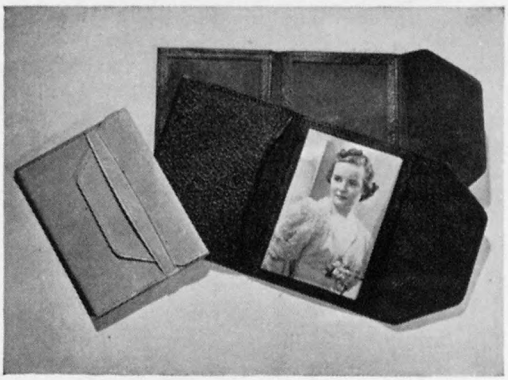


PHOTOFLASH BATTERIES

preferred by professionals for their unfailing performance

no other cell will do as well

BRIGHT STAR BATTERY CO. CLIFTON N. J.



THE NEW SERVICE CASE

MADE IN SINGLES AND DOUBLES

Genuine Leather (Not Rationed)

For ½ of 5x7 Prints **Cut-Out Opening 3x4½**

- The new cases are handsome, sturdy, practical with sewed in transparency windows. The single case now has pocket inside the left cover.
- The cases are furnished in dark brown with assorted surfaces and smooth Natural tan. When ordering, specify "Brown" or "Natural".

Note Reduced Prices:

Each, Singles and Doubles **90c**

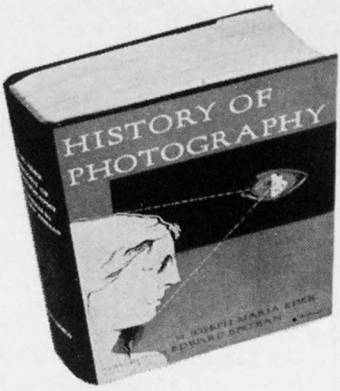
Per Dozen — $9.00 **25 — $18.00** **100 — $65.00**

THE GROSS PHOTO SUPPLY CO.

TOLEDO 6, OHIO

For the First Time!

The World's Only Comprehensive History of Photography now available in English.



J. M. EDER'S

HISTORY OF PHOTOGRAPHY

Translated from the German by Edward Epstean

For serious amateurs as well as professional photographers this translation of the definitive work in its field is fascinating reading as well as an indispensable reference book. Much more than a technical history, it reviews the development of photography in relation to historical events and gives personal accounts of many photographic pioneers.

Among the highlights of the book are chapters on the history of the camera obscura, colored Daguerreotypes, portable dark-rooms, stereoscopic photography, microphotography, modern photographic optics, film photography and the rapid growth of amateur photography, the development of motion pictures, artificial light in photography, the gum pigment method, electrotypes, three-color photography, and photolithography. **860 pages. $10.00.**

Edward Epstean

has had a long and distinguished career in photography and its allied fields. He is a holder of the Davanne medal, presented to him in Paris for his work in translating important studies in the invention of photography. He virtually laid the cornerstone of New York's photo-engraving industry with the founding, in 1898, of the Walker Engraving Co., Inc., of which he is still director and treasurer.

At all bookstores.

COLUMBIA UNIVERSITY PRESS

Morningside Heights New York 27

• The Second Chicago International Color Slide Salon is announced and we see that H. K. Shigeta, M.Photog., of that city, is among the judges. Closing date is September 22, 1945. Slides will be displayed on October 9, 11 and 12, at 8:00 P. M. each day. This salon is sponsored by the Chicago Color Camera Club and entry forms may be obtained from William Head Gray, Salon Chairman, 7217 Division St., River Forest, Ill.

Latest Offerings of the Manufacturers and Dealers

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

• **General Electric Co., Nela Park, Cleveland, Ohio.** The 5B and 21B Mazda Blue photoflash lamps have been improved to give 40% more light output and to be 45% more effective due to new lacquer on these lamps developed by Lamp Department laboratories. They will be available soon and, pending new sleeves or wrappers, present ones will be stamped to indicate that existing guide numbers should be increased 20%, equivalent to a reduction in lens aperture of approximately one-half stop. The new lamps will insure a high degree of color fidelity with all daylight-type color films.

• **GoldE Mfg. Co.** 500-watt Bantam Super-Spot with push-pull control produces powerful flood or brilliant adjustable spot. Aluminum housing with wire heat guard, on cast-iron base. Takes medium pre-focus base T-20. Fresnel lens, triple-plated first surface reflector. Numerous advantages. Available now at stock houses.

• **Santos School of Retouching.** Resident and correspondence courses are offered by C. L. Santos, long a professional retoucher and head of retouching department of Ray Schools, Chicago. One course covers normal types of work, other is for major negative alterations, correctional retouching, work on three-color separations, etc.

• **Curtis Laboratories, Inc.** Since Pearl Harbor this company, once noted for its direct color cameras and other apparatus and color process materials, has been given over solely to research work and production for the armed forces. The result, confidential until just recently, has been the manufacture in quantity of plastic lenses for aerial and other photographic purposes. The story is now told in a readable, well illustrated 8½x11 32-page booklet, which will be sent you on request.

• **Chicago School of Photography.** To open July or August, will offer three courses: basic for beginners, advanced for professionals, advanced techniques for color and special processes. On faculty are Nowell Ward, A.R.P.S., Ken Coffman, George Schectman, Adolphe Becker and others.

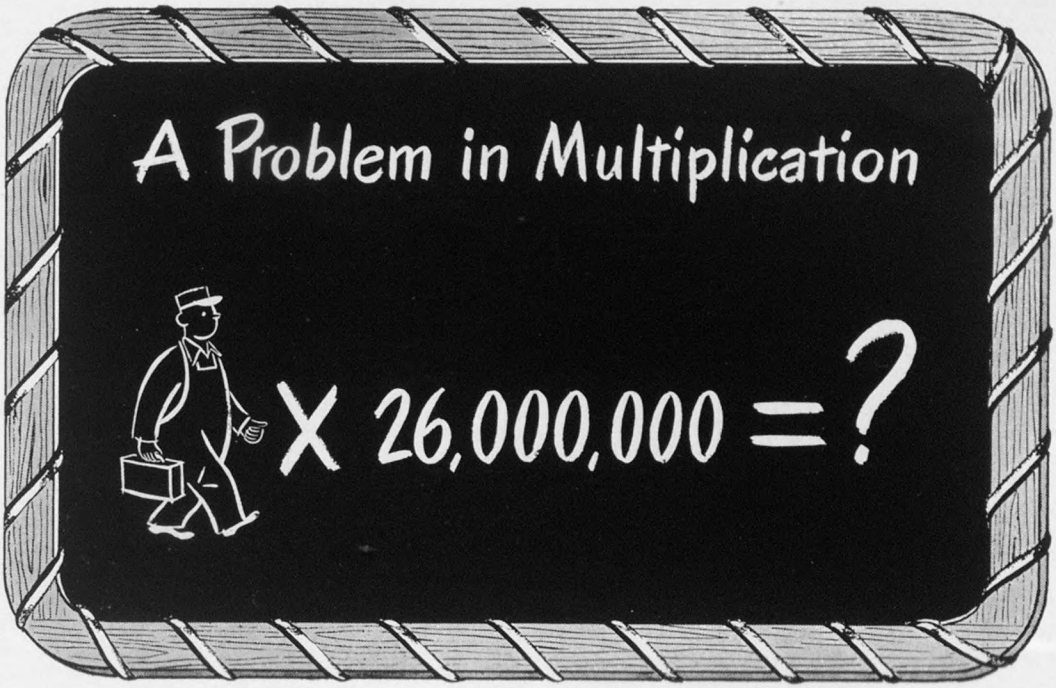
• **Ansco, Binghamton, N. Y.** Those who have AA-5 or higher priorities can now order through their dealers Ansco's B2 Color Reversible roll film in Daylight or Tungsten type. Can be mounted in glass for projection use and to illustrate lectures. Can be processed in your own studio with Ansco Color Reversible Film Developing Outfit, Type Two, process requiring care but being comparatively simple. Full details on request to factory. This film permits the use of a greater range of cameras for color work, without the delay of sending film to factory for processing.

• **C. L. Santos Mfg. Co.** Complete line of retouching products, developed by Mr. Santos for his own use, now offered to professionals. Includes abrasive reducer, water-soluble dyes, Chinese ink, cleaning fluid, retouching fluid, knives and easels.

• **Industrial Timer Corp.** P-49, latest model Time-O-Lite, has added features designed and perfected while makers were exclusively engaged in war work. Now has additional plug receptacle so operator can use foot switch instead of push button when enlarging. This also permits separate control of red or white lamps. Dial has new improved double scale; outer for setting time interval, indicated by white pointer; inner with red pointer which moves counter-clockwise from set point to zero. A simple, automatic, accurate method of controlling exposures. *(See illustration)*



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THE PROFESSIONAL PHOTOGRAPHER

This is an official U. S. Treasury advertisement—prepared under auspices of Treasury Department and War Advertising Council

With the Colors!

In this department, as rapidly as the news reaches us, we shall publish the names of those members of the profession (or members of their families) who are now serving in the Army, Navy, Marines or Coast Guard. In that way the files of this journal will provide a permanent record for future years. How complete a record it may be will depend on the co-operation of our readers.

• Howard Weber, P. A. of A., Springfield, Ohio, worried for some time over his son Howard, Jr., wrote us on June 3 how thankful he was to learn that the boy is alive and well. Young Weber was in a B-17 which ran low on fuel while returning from a mission to Kiel. The ship was shot down over Holland on April 3 and he is one of three survivors of the crew of 10.

• Walton Reeves of Atlanta, Ga., Treasurer of The P. A. of A., writes that he recently spent a week at St. Petersburg, Fla., and had an opportunity to see his son who is in the Maritime Service. Young Reeves has been promoted to Purser-Cadet.

• D. J. Knueppel, P. A. of A., Hampton, Iowa, is kept pretty busy writing letters these days. He has four sons and a daughter, all in the service. His oldest boy is a Lieutenant in the Army Air Forces, at present in southeastern China; his second, also a Lieutenant in the Army Air Force and with 35 missions over Germany to his credit, is now in the Air Transport Command; the third is in the Navy Air Force with the carrier *U. S. S. Wasp;* the fourth is in the Air Corps Reserve and his daughter is a Cadet Nurse.

• A little over a year ago we were so impressed with a prose poem written by Ray V. Davis, P. A. of A., Carlsbad, New Mex., and published in full page newspaper space when he finally heard from his two sons captured on Bataan in the Philippines, that we reproduced it in full. It was titled "We Heard from the Boys Today" and was an inspiring message which aroused much comment. But now we have another and—while Ray and his family still have their chins up—not so happy an announcement. The boys, Second Lieutenant Dwayne A. and Sergeant Gene R., after surviving both the horrors of Bataan and Japanese prison camps, went down on the Japanese prison ship which was sunk, without knowledge of its precious cargo, by one of our own submarines on October 26. Eighteen hundred prisoners of war, most of them Americans, were drowned at the time. "May their sacrifice be not in vain and may we at home help keep Old Glory flying, as was their last message to us," ends the statement over the names of the five surviving members of the Davis family.

• Regular attendants at national conventions of The P. A. of A. will well remember Sidney Moseson of the Fred M. Lawrence Company, makers of frames in New York City. Sidney's only son Morey, Private First Class, was killed in action in Germany on February 15. Seventeen when he enlisted, he had just turned 18.

• John Laveccha, Hon.M.Photog., Chicago, Ill., writes us that his son, who became 18 in May, has enlisted in the Navy and is now at the Great Lakes Training Camp, specializing in radar. We can remember as if it were yesterday the first time we met John's small youngster and it hardly seems possible that now he is old enough to wear a uniform.

• Victor A. Guest, P. A. of A., Kalispell, Mont., president of the Photographers' Association of Montana, was inducted into the Army on March 26.

• Lois L. Hart, daughter of photographer E. G. Hart, Minot, N. D., joined the WAC last February and by now has probably completed her basic training course at Fort Des Moines, Iowa. Next will come officers' training and then assignment overseas.

• Edward T. Hedrich of Chicago, Ill., Commercial Vice-President of The P. A. of A., is feeling happy these days over the return of his brother W. C. (Bill), from the service. Bill, a Sergeant in the Army, served as a combat photographer on the European continent from the beginning of the Normandy Invasion. He earned his discharge by piling up a total of 102 points, which included the Presidential Citation and two Bronze Stars.

• Miss Betty Bremer, daughter of Mr. and Mrs. Edmund H. Bremer, P. A. of A., is a Seaman First Class in the WAVES, stationed in the Educational Office of the Navy at Norfolk, Va. The Bremers just recently moved their studio from Fennville to Swartz Creek, Mich., where, as before, they will do home portraiture.

For Your Bookshelves

We will gladly order for you and have sent direct to you, postpaid, any photographic book. Send your check for the price quoted, made payable to Charles Abel Incorporated.

• **The Chemical Formulary, Volume VII,** *H. Bennett, Editor-in-Chief. 6x8¾, 474 pages, not illustrated. Cloth, $6.00 postpaid. Publisher: Chemical Publishing Co.*

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achievement, knowing from our own experience just what it means to gather such an amount of material. A couple of years later Mr. Bennett did it again, and again we figured that he must have about exhausted the possibilities. But since then, every two years, he has brought out a new book until now there are seven. Each is a complete reference work of formulae in every type of business or profession, yet each is entirely different from all the others—that is, each contains a totally new set of formulae. They cover everything you can think of—adhesives, flavors, cosmetics, emulsions, lubricants, lacquers, explosives, to mention only a very few of the chapter headings, and this volume includes a full chapter on photography. In this volume alone are 2,500 formulae, each simple to follow, plus a list at the end of dealers in many ingredients which are not easily obtainable from the usual sources.

• **Medical Photography, Radiographic and Clinical,** *by T. A. Longmore, A.R.P.S., M.S.R. 5¼x7½, 425 pages, 160 illustrations. Cloth, $7.50 postpaid. American Agent: Burleigh Brooks, Inc.*

Few if any portrait photographers will be interested in a work like this and we mention it here mainly for the record. It is an exhaustive treatment of general clinical photography and radiography and, we believe, the only book wherein all of this material has been brought together. The author is a member of the medical radiography staff of Kodak, Ltd., London, England, instructor at the British Army X-Ray School and in general an acknowledged authority. It should be a "must" for all engaged in this branch of professional photography.

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• **Mexico,** *by Fritz Henle. 10¾x12¼, 96 pages, 64 full page bleed plates. Cloth, $4.00 postpaid Publisher: Ziff-Davis Publishing Co.*

Perhaps better known as a fashion illustrator for such publications as Harper's Bazaar and similar beautifully printed journals, Fritz Henle is nevertheless a pictorialist of the first order. He also has the ability to select with his camera those aspects of a country and its people which serve to give a thorough impression of its customs and mores, catching here its beauties and there its ugliness. This is a "camera sketch book" of Mexico, made at the invitation of the Mexican government. Text is in English and Spanish. The pictures are the thing, of course, and they are really something.

• **Iwo Jima,** *by Capt. Raymond Henri, U.S.M.C. 7¾x10⅝, 96 pages, 86 large plates. Cloth $1.75 postpaid. Publishers: U. S. Camera Publishing Corp.*

To photographers the striking photographs which illustrate this book will far overshadow Captain Henri's 15,000 word eye-witness account of what took place at Iwo Jima. The story, though, is a thrilling narrative. The 86 photographs, which include six by Joe Rosenthal who made the famous flag-raising shot, are Marine Corps, Coast Guard and War Picture Pool releases.

• **Judy at the Zoo,** *by Tom Maloney. 7¼x8¼, 56 pages, 26 full page plates. Boards, $1.00 postpaid. Publisher: U. S. Camera Publishing Corp.*

People often express amazement at our publishing two magazines, running a big trade association and juggling numerous other activities, and wonder how we do it. We, on the other hand, doff our hat to Tom Maloney. Publisher of *U. S. Camera* monthly and *U. S. Camera* annual, partner in a leading New York advertising agency, spark-plug and idea man

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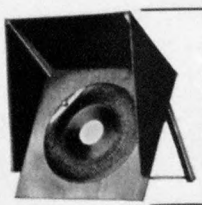
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520 Caxton Building — Cleveland 15, Ohio

Since 1874

Photographers Have Sold HATHAWAY PORTRAITS

It will increase your prestige and profit to add our services to your studio.

(Catalog Upon Request)

Sprague-Hathaway Studios

West Somerville, Mass.

THE PARAGON ETCHER

Smooth, Velvet-Like Negative Etching

Easy to use and maintain. Must be tried to appreciate. It is the finest tool of its kind. Money refunded if not as claimed. Only $5.00 postpaid.

R. B. PINKERSON

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THE ART OF BROMOIL PRINTING AND TRANSFER, by J. M. McKinley. I have been reliably informed that this little 26-page booklet, though printed in 1933, is one of the best and most practical works on this subject, and have therefore acquired the entire balance of the edition. If you want a copy, send me 50c in currency, not stamps and it will be sent promptly, postpaid. Charles Abel, 520 Caxton Bldg., Cleveland 15, Ohio. 12-tf

SIMULATED LEATHER book style professional mounts for 2½x3½ photo—$4.00 per hundred, $30.00 per thousand; for 3x5 photo—$6.00 per hundred, $50.00 per thousand; for 5x7 photo—$8.00 per hundred, $70.00 per thousand; for 8x10 photo—$12.00 per hundred or $100.00 per thousand. These prices are F.O.B. Baltimore, Md., less 2% discount. International Sales Co., 423 W. Baltimore St., Baltimore, Md. 7-1

WANTED in good condition—Device used for cutting oval prints, with zinc cutting base, clamps mask and print together. Leo Stern, 1118 Grand Ave., Kansas City 6, Mo. 7-1

WANTED to lease or buy small portrait studio fully equipped doing good business. Write Box 51, Oklahoma City, Okla. 7-1c

FOR SALE—10″ Cirkut camera with extra back and 20′ tripod, also complete portable steel and wood stand to hold 600 people, trailer to carry stand and 1939 Chevrolet Panel truck used as portable dark room on job. Price complete—$1000.00. Chester T. Holbrook, 1416 Massachusetts Ave., Cambridge, Mass. 7-1

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For Every Photographer

Time Saver—Money Saver—Simple to use. Wide selection of Creative Designs. Also one-tone CANVAS BACKGROUNDS. Ask for FREE Catalogue. Specify negative sizes.

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1451 Broadway, New York City Wisconsin 7-5539
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BUYERS AND WASHERS OF DISCARDED NEGATIVES

Sell your negatives to us and receive top market prices. No middleman's profit. It is your patriotic privilege to sell your old film to replace new plastic in industry. *Write today for our prices.*

LIMA — STATES SALVAGE CO. — OHIO

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MARY RICE HOCKENBERRY

Professional Retouching

P. O. BOX 164 ROCHESTER 1, N. Y.

FOR SALE—6⅝″ Bausch & Lomb Tessar F/4.5 Betax shutter, new—$80.13; 8¼″ Bausch & Lomb Tessar F/4.5 in barrel, new—$85.10; 10″ Bausch & Lomb Tessar F/4.5 in barrel, new—$124.53; 4⅝″ Bausch & Lomb Tessar F/4.5 in Compur shutter, new—$45.62; 10⅜″ F/6.8 Polynar coated lens, new—$67.50; 3A Dallmeyer 16″ very fine portrait lens, new—$75.00; 18″ Gundlach Hyperion diffusion portrait lens in Studio shutter—$60.00; 11x14 Turner Reich convertible anastigmat lens focus 15″, 24″ and 36″, Betax shutter—$165.00; 4x5 Bausch & Lomb Zeiss Protar wide angle lens F/12.5 Volute shutter—$40.00; 14½″ Verito F/4 soft focus lens Studio shutter (Has surface scratches, will not affect results)—$60.00; 2″ Wollensak prisms—$40.00; 18″ Bausch & Lomb apochromatic Tessar lens F/10 (one of the finest)—$120.00; 3″ Steinheil Cassar F/3.5 Ibsor shutter for direct positive camera—$45.00. Mid-West Photo Supply Co., 30 E. Adams, Chicago, Ill. 7-1

PRATT SELF-SHARPENING photo etching knives. Last life time and don't scratch. Returned in two weeks, money refunded. Price $6.00. J. G. Pratt, 1907 Luzerne Ave., Silver Spring, Md. 7-4

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.

PHOTOGRAPHERS ASSISTANT available by this printing. Presently employed. Can retouch good but slow, some operating and printing but slow. Can do excellent lettering composites, signs, also framing. Furnish bond. Prefer dry climate. Single, age 36. Salary required. $35.00 per week. Write Theodore, General Delivery, Rochester, Mich. 7-1

YOUNG WOMAN desires position in studio doing quality work. Prefer to operate. Experienced in all branches of photography including retouching. Formerly employed by government as photographer. Have owned and operated own studio. Can furnish good references. Write T-7 care of this journal. 7-1c

STUDIOS FOR SALE

GROUND FLOOR studio, going business, fully stocked and equipped. Excellent business location with living quarters, located in Philadelphia, Pa. Write Z-1 care of this journal. 7-1c

OWNER MUST SELL because of ill health, high grade portrait studio, located in the heart of Chicago's loop. Same location for 23 years. Fully equipped workrooms, nicely furnished offices and reception rooms; adequate stock of materials, paper, films, etc. Write Box 1860, Chicago, Ill. 7-2c

OLD ESTABLISHED studio in residential Chicago. Ideal spot for returning serviceman. Reasonably priced for cash. Write N-8 care this journal. 7-1c

CAMERAS for School Work

35mm identification cameras built by a long-time practical specialist in this field. Write for details.

THE MESSMORE MFG. CO.

342 Broadway Lorain, Ohio

Gaehler's Copies Pay

Spend your own time at your camera, where it is most profitable. Take all the orders for such specialties as copies, color work, miniatures that you can get—then turn them over to us to turn out for you.

That way you make the most money because all that remains is to deliver and collect. Fine work of this type requires years of training and specialized equipment. We can do it better and for less cost than you can yourself. By using our ability and facilities you double the profit-producing possibilities of your studio.

Write for our illustrated folder.

The WALTER GAEHLER Co.

Photographers' Artists

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An Appealing, High Quality Line Of Round Wood Photo Frames



Popular, profitable, fast-selling! Four sizes in both easel-back and wall types; complete with convex glass (except 10″), cardboard filler, miscellaneous hardware. Smartly designed; hand-turned; beautifully finished in ivory, and hand-glazed in contrasting tones of ivory-brown, ivory-blue, ivory-pink. Also finished in light walnut.

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No. 500 (3½″ glass)	$1.00
No. 503 (5″ glass)	1.25
No. 504 (8″ glass)	1.50
No. 507 (10″ glass)	1.95

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No. 400 (3½″ glass)	$1.00
No. 403 (5″ glass)	1.25
No. 404 (8″ glass)	1.50
No. 407 (10″ glass)	1.95

(All above prices f.o.b. factory)

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Several excellent territories available. Write for details; tell lines handled and territory covered.

DA-SA PRODUCTS, INC.

1133 RAILROAD AVE., ROCKFORD, ILLINOIS

Why waste energy learning Kodachrome Photography BY TRIAL & ERROR

when you can save both time and money



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For the price of one box of professional size Kodachrome you can have the immediate benefit of Mr. Bond's nine years' experience working exclusively in Kodachrome—under all kinds of conditions, on all kinds of subjects, with all kinds of equipment. This book is departmentalized, indexed and cross-referenced so you can find any fact quickly, and in terms that make it instantly applicable to your problem. If you want commercially acceptable Kodachrome results you cannot afford to be without this book.

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CHARLES ABEL INCORPORATED

520 Caxton Bldg. Cleveland 15, Ohio

Classified Advertising

Cash must accompany order. Advertisements not accompanied by remittance will be returned. First two words are set in capitals. No other display is permitted, no setting of additional words in display type or capitals, no centering of lines. Unless advertisements are typewritten or printed plainly, we accept no responsibility for errors. Full and complete compensation for any error shall consist of reprinting the corrected advertisement in a succeeding issue without charge. Address all correspondence to Charles Abel Incorporated, 520 Caxton Bldg., Cleveland 15, Ohio.

Situation Wanted and *Help Wanted*: Five Cents (5c) per word; minimum charge $1.25.

All Other Classifications: Ten Cents (10c) per word; minimum charge $2.50.

Answers in Our Care: When box numbers are wanted, add 50c for *each* insertion to cover cost of clerical work and forwarding. *Advertisements requesting or offering to send photographs or samples will not be given box numbers.*

How to Figure the Cost: Count *each* word or number including the address. Terms such as 5x7, 8x10, F/6.3, 15½", $10.00, etc., may be counted as one word. In figuring addresses, for example, 28 E. 125th St., would be four words.

Acknowledgments: We do not acknowledge classified advertisements.

When Printed: Advertisements received before the 5th of any month are published in the issue dated the 15th of that month. Any advertisement received too late for the current issue is held over for the following issue.

Deposit System: *You can avoid risk of loss* when selling goods to, or purchasing from strangers by using our Deposit System. If you wish to do this you must include the words "Deposit System" in your advertisement. It works this way: the buyer writes the seller that he wishes the goods sent for examination and at the same time sends his check for the price, made payable to *Charles Abel Incorporated*, to our office. We deposit the money in a trust account and at once write the seller to send the goods, mailing a carbon copy of our letter to the buyer. The seller does not send the goods until he hears from us. If the buyer is satisfied when the goods arrive, he writes to us within three days, whereupon we send our check for the amount, less the Deposit System fee of 1% (minimum $1.00) to the seller. If the buyer does not approve the goods his deposit is not repaid until the seller writes us that the goods have been returned in satisfactory condition. When so advised we send our check to the buyer for the amount of his deposit, charging no fee. Transportation charges are paid by the buyer, but in the event of no sale, and subtject to there being no different agreement between the parties, each pays charges one way. Seller takes risk of loss or damage in transit. Any disputes must be settled between the parties, in which case we hold deposits 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. *Goods must always be shipped direct to the buyer and not to us.*

FOR SALE at once commercial and portrait studio in downtown Cleveland. Large commercial clientele, well equipped. Established 1893. Price $7,500.00 cash. Do not apply unless you have the capital. Further details and information on request. Write B-41 care of this journal. 7-1c

PORTRAIT STUDIO, good location on famous Atlantic City boardwalk for sale. Long established, excellent year round business. Wish to retire. Write B-42 care of this journal. 7-2c

RETOUCHING AND COLORING

SOUTHEASTERN RETOUCHING studio—Highest quality workmanship by a staff of expert retouchers. All work guaranteed. 24 hour service. Prices quoted on request. Box 991, Atlanta 1, Ga. 2-6c

CUSTOM RETOUCHING—3x5 one head—60c, extra heads 35c. 5x7—85c, extra heads 50c. Cash with order or C.O.D. Fast service. H. Rinne, 180 Washington St., Binghamton, N. Y. 7-1

PORTRAITS AIRBRUSHED in full natural color. Quality work only, no production orders. Send your sepia print for sample of work and price schedule to Don Bryan Studios, 53 W. Jackson Blvd., Chicago, Ill. 6-2c

Copies - are time wasters, & too often best results you get are disappointing. Unusual facilities enable us to obtain astonishing results with maximum likeness retained. Usual 4x5 $1.00, negative only. Anderson Retouching Service - can do. 33 W. Market St., Wilkes-Barre, Pa.

WILSON 2in1 Retouching Solution

May be swabbed on with a tuft of cotton or may be flowed over the most delicate retouching, without injury, if a second coat is desirable. No sticky fingers, very economical. Our customers say it is fine. One dollar per bottle at your dealers, or mailed anywhere postpaid.

WILSON LABORATORIES
Box 266, Pawnee City, Nebr.

PIECE-WORK RETOUCHING for the trade. Work guaranteed. Prompt service. W. Brusoc, Box 290, Rochester, N. Y. 6-3

ARTIST FOR prominent professional presents Dutch oils of distinction and brilliancy on prints and miniatures. Dorothy C. Stafford, 35 Chickering St., Pittsfield, Mass. 7-1c

EXPERT OIL PAINTING—Photographs hand oil colored by expert artist, specializing in portraits. Work accepted from studios only. Mail photograph with color chart for trial. Mrs. Margaret C. Miller, 3233 Hennepin Ave., Minneapolis 8, Minn. 7-1c

ARTIST offers hand brush work in imported oils on prints. Florence C. Mann, 3 Warren Ave., Troy, N. Y. 7-1c

FINE OIL COLORING—Quality work, prompt service. Price list mailed upon request. Mrs. Lichterman, 3933 Clarendon, Chicago 13, Ill. 7-1c

RETOUCHING, etching, corrections, fast air mail service. 3 competent workmen. Reasonable. Ravise Retouchers, 4293 Mountain Dr., San Bernardino, Calif. 7-1c

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.

EXPERIENCED all around man, mostly printing. Permanent position. 48 hour week. $60.00. References. The Badger Studio, 619 State St., Madison 5, Wis. 4-6

WANTED—Man or woman to help us with printing and retouching. Stearns Studio, 51 Public Square, Wilkes-Barre, Pa. 6-2

QUANTITY PRINTS

WE WORK—YOU PROFIT!

Top quality prints made in any quantity on latest automatic precision equipment from your print or negative. Speedy service—quality guaranteed. Typical prices:

SIZE	PER 100	BIG QUANTITIES
Post Card	$3.50	$15.00 per M
3 x 4	3.50	8.00 per M
4 x 6	3.75	16.00 per M

Write for price list.

KEHRES PHOTO SERVICE • 2112 LEE RD., CLEVELAND 18, OHIO

Professional Dealers Who Want Your Trade

AKRON, OHIO—Metzger Photo Supply Co., 1091-3-5 South Main Street; 52 East Mill Street.

ATLANTA 3, GA.—Eastman Kodak Stores, Inc., 183 Peachtree Street.

AUSTIN 21, TEXAS—Capitol Photo Supplies, 2428 Guadalupe Street.

BALTIMORE 1, MD.—Eastman Kodak Stores, Inc., 309 North Charles Street.

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

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

BROOKLYN, N. Y.—Joseph Smith, 735 Fulton Street.

BUFFALO 3, N. Y.—J. F. Adams Co., 459 Washington Street.

CHICAGO 4, ILL.—Burke & James, 321 South Wabash Avenue.

CHICAGO 2, ILL.—Eastman Kodak Stores Co., 133 North Wabash Avenue.

CHICAGO 3, ILL.—Mid-West Photo Supply Co., 30 East Adams Street.

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

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

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

CLEVELAND 15, OHIO—Eastman Kodak Stores, Inc., 806 Huron Road.

DALLAS 1, TEXAS—Eastman Kodak Stores, Inc., 1504 Young Street.

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

DETROIT, MICH.—Eastman Kodak Stores, Inc., 1425 Broadway.

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

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

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

MEMPHIS, TENN.—The Memphis Photo Supply Co., 83 Madison Avenue.

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

MINNEAPOLIS 2, MINN.—Eastman Kodak Stores, Inc., 114 South 5th Street.

NEW ORLEANS 9, LA.—Eastman Kodak Stores, Inc., 928 Canal Street.

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

NEW YORK 19, N. Y.—Medo Photo Supply Corporation, 15 West 47th Street.

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

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

PHILADELPHIA 7, PA.—Eastman Kodak Stores, Inc., 1020 Chestnut Street.

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

ST. LOUIS 1, MO.—W. Schiller & Co., Inc., 1109 Locust Street.

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

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

SAN FRANCISCO 8, CALIF.—Hirsch & Kaye, 239 Grant Avenue.

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

SYRACUSE 2, N. Y.—Francis Hendricks Co., Inc., 339 South Warren Street.

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

POST WAR planning means a better future if you are a first class operator with administrative ability. Write W-25 care this journal giving all particulars. Only men with above qualifications should apply. 6-3c

GOOD POSITION for two professionals, one portrait printer and one good retoucher in a studio doing fine portrait work only. Good steady employment. Our city was not hit seriously in the last depression because it is a well balanced industrial center of 70,000 population. Write L-19 care of this journal. 7-1

PORTRAIT PRINTER—Experienced, who can retouch, some operating, no experimenting. Applicant must be qualified. Want family man with stability. Permanent postwar position. This small town studio near Detroit has postwar plans, successful, financially solid, sound, well stocked, large, completely equipped, run by executive type promoter who has highest ethics for profession. No production. Just straight photography with style. Salary open. Give all details in first letter. Write S-36 care of this journal. 7-1



PERMANENT POSITION in south for first class cameraman, prefer one who could assist with retouching. Good salary to one who can qualify. Write G-21 care this journal. 6-2

WANTED—Experienced darkroom man and printer at once who knows fine portrait quality. Highest salary, permanent position. Old-established studio in Seattle. Write F-12 care this journal. 5-3

WANTED in Central Ohio an experienced darkroom man on portrait printing who can also operate; 48 hours weekly—$50.00. Write G-22 care of this journal. 7-1

ENLARGEMENTS
COPY NEGATIVES
OIL COLORING
To The Trade

Price List On Request

PICTORIAL ART STUDIOS, INC.

2926 Broadway Chicago 14, Ill.

Service for the Professional Photographer

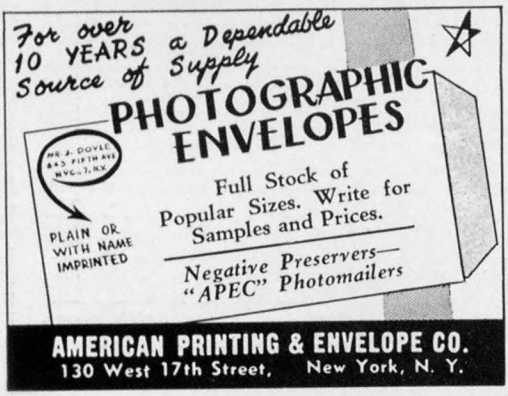
REPRODUCTIONS WATER COLORS MINIATURES OIL PAINTINGS
PROJECTION PRINTS, ANY SIZE

Percy F. Murray, Associate Artist

Write for Catalogue

SCHALK COLEGROVE BROS. STUDIOS

741 MAIN STREET,
BUFFALO, NEW YORK



ALL-AROUND portrait photographer, first class, permanent position, high salary, immediate opening. Brookner Studio, 531 Wood St., Pittsburgh, Pa. 7-1c

GOOD PERMANENT positions open for both portrait and commercial photographers. A chance to work in all fields of photography. Person filling this position must be reliable and good operator. Give qualifications, experience, salary expected, and photo of self in first letter. Studio long established, reliable, one of the leading in the Northwest. Kenneth M. Wright, M.Photog., 50 E. 6th St., Saint Paul, Minn. 7-1

WANTED—Experienced darkroom man and printer at once who knows fine portrait quality. Permanent position. Charles Townsend, M.Photog., 805 Locust St., Des Moines, Iowa. 7-1

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The Leading Preparation for Retouching Negatives.

Introductory size 40c
Economical size $1.00
Post Paid Anywhere

15 Seconds After One Simplified Application.

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DONE BY
PROFESSIONALS

Studios Over the Entire Southeast Send Us Their Negatives and Prints
Why Not You?

Finest Workmanship — 24-Hour Service

Prices Quoted Upon Request

ALLIED RETOUCHERS
105 FORREST AVENUE BUILDING
ATLANTA 3, GA. JAckson 3762

WANTED—Man or lady capable of taking charge of workroom producing—portraits, commercial prints, photostats, kodak finishing, etc., no retouching, no coloring. Best equipment to work with, good pay, good working conditions, steady employment. You must be able to produce quality prints. Inman Photographic Co., 433 E. Grand Ave., Beloit, Wis. 7-1

CAMERA OPERATOR—Male or female under 45, manage one or more branch studios, same as own business, will furnish car, excellent opportunity for veteran, salary plus. Urban Studios, 226 Hardingway East, Galion, Ohio. 7-1c

PHOTOGRAPHER—All around portrait man wanted by well established, high class, centrally located, modern studio with substantial following. Permanent year round position with good pay. State experience and salary desired. Jenkins Studio, 213 Northampton St., Easton, Pa. 7-1

CAN YOU retouch, also either print, color photographs, or sell exceptionally well? Our #1 lady is leaving soon via the marriage route and we are looking for her successor, either a man or woman. This is a responsible position with ample present and future opportunities. Working conditions are exceptionally pleasant. Write fully, enclosing photograph of yourself. Chas. D. Gallagher, Photography Bldg., Ely, Nev. 7-1

MAN OR WOMAN capable of taking charge of print room producing high quality portrait and commercial work. The Tyler Studio, Newton, Iowa. 7-1

EXCEPTIONAL CHANCE for man or woman who is good in fine portrait camera work and printing. Quality work only. Answer, stating experience, last salary, and photograph of self. Elizabeth Romer, 31 Central St., Wellesley 81, Mass. 7-2

MAN OR WOMAN capable of doing high class coloring and retouching. The Tyler Studio, Newton, Iowa. 7-1

PHOTOGRAPHER—Preferably with some experience in color for old established color studio serving clients over a wide territory. Fine opportunity for right man. Jeffery White Studio, 153 E. Elizabeth St., Detroit, Mich. 7-1

CAPABLE RETOUCHER—Salary $2,000.00 to $3,000.00 per year depending on your ability. Good future. This is an ethical studio with pride in the quality of its output. Chas. D. Gallagher, Ely, Nev. 7-1

EXPERT RETOUCHER—Permanent position in studio doing only top grade work. Write Wendell B. Powell, 3201 Grove Ave., Richmond, Va. 7-1

WANTED—All around photographer capable of taking full charge of studio in New England City. Steady employment. Give full information in first letter. Also A1 portrait printer apply by letter only. Gherin's Studio, 561 Boylston St., Boston, Mass. 7-4c

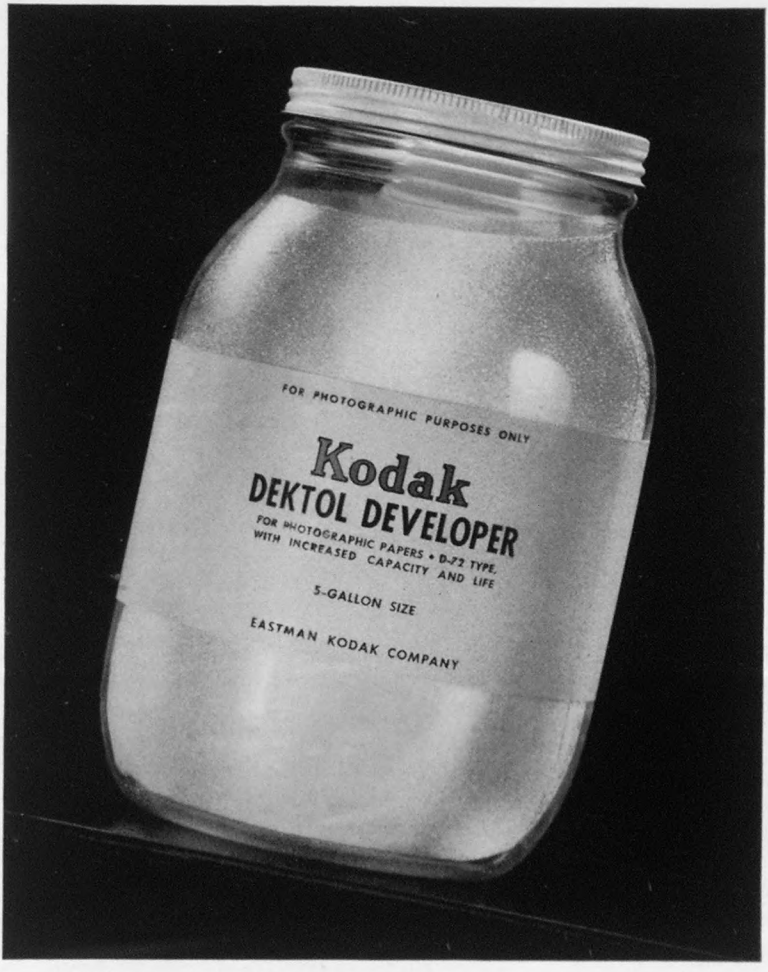
PORTRAIT PRINTER needed. All high grade projection work. Quality and not quantity. Nice working conditions. Wendell B. Powell, 3201 Grove Ave., Richmond, Va. 7-1

PORTRAIT PRINTER, forty hour work week, no coupons, good Southern town, permanent position for a good workman. Give all details in first letter. Write O-7, care of this journal. 7-1

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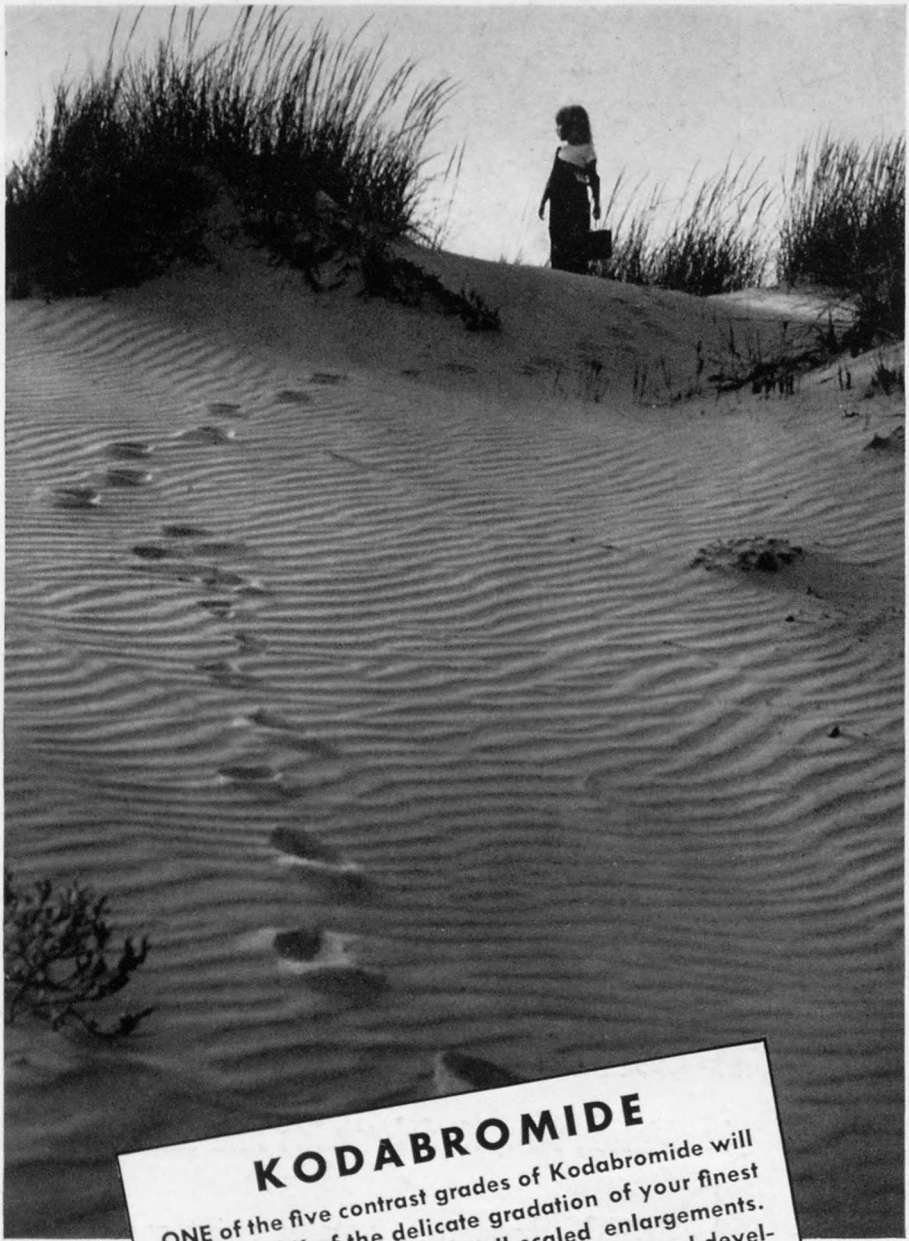


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For Velox, Azo, Kodabromide and similar papers

DEKTOL has much greater print capacity and keeping properties—stays clear throughout its life—doesn't slow down appreciably with use. Like other Kodak prepared developers, it's made of the finest chemicals and is most simple to prepare. You'll like this new Kodak developer.

EASTMAN KODAK COMPANY, Rochester 4, N. Y.



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ONE of the five contrast grades of Kodabromide will bring out all of the delicate gradation of your finest negatives in brilliant but full-scaled enlargements. Kodabromide's wide latitude of exposure and development saves waste—conserves precious paper. Use Kodabromide.

EASTMAN KODAK COMPANY, ROCHESTER 4, N. Y.