

The PHOTO FINISHER

NOVEMBER

1928



HELP YOUR AGENTS TO SELL ALBUMS. THE OWNERS BECOME YOUR BEST CUSTOMERS.

Teach Picture Making Preparedness

Empty Kodaks never made finishing business. Dull days or bright, keep their Kodaks loaded, ready for more pictures.

And it's to your interest to recommend the film that assures the greatest possible number of printable negatives per roll developed—the dependably fast Kodak Film in the yellow box.



EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

The PHOTO FINISHER

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Master Photo Finishers of America To Hold Sixth Annual Convention at *CHICAGO, ILLINOIS* November 13, 14, 15 and 16

ANOTHER educational convention that is expected to surpass the exceptionally successful meeting held last year in Buffalo will take place in November at the Hotel LaSalle, Chicago, Illinois.

The entire top floor of the hotel will be given over to the Master Photo Finishers' Convention, assuring plenty of space and much larger manufacturers' exhibits than any previous convention has included.

The pronounced trend toward automatic machinery will be strongly in evidence in Chicago. Regardless of the volume of work done, however, every photo finisher will find much of interest in the improved appliances on display.

Considerable attention will be given during the program to a demonstration of various side lines with which the photo finisher can occupy the major part of his force during the off season.

An innovation that is expected to increase the interest in the sessions is the plan to have discussion from the floor immediately after each talk. In this way, any questions that occur to members of the audience during the speech may be immedi-

ately answered; divergent views may be aired, and the particular subject in hand cleared up, once for all. In former years, definite periods



*Hotel LaSalle—entire top floor
given over to the convention*

were set aside for general discussion of any subject relating to photo finishing. It is felt that this new method will be decidedly more helpful.

Our limited space will not permit us to publish the entire program. Just a few of the high lights are given in the following list:

Just a Few Features at Chicago

"BUILDING A BIG PHOTO FINISHING BUSINESS."

O. C. Hansen, *The Bear Film Co., San Francisco and Oakland, Calif.*

Illustrated talk showing methods used to build largest West Coast finishing business.

"AUTOMATIC FILM DEVELOPING."

C. P. Phillips, *Robison-Phillips Photo Service, Detroit, Mich.*

Covering mechanical side of machines in current use, and the value of automatic film development from standpoint of quality and speed.

"STRAIGHT LINE AND CONTINUOUS FLOW PRODUCTION."

Guy A. Bingham, *Rockford Photo Service, Rockford, Ill.*

Motion pictures and slides illustrating several floor plans and layouts that effect a continuous flow in production.

"SOLICITING DEALER BUSINESS."

A. J. Cunningham, *Cunningham Studios, Utica, N. Y.*

An explanation of successful methods used in soliciting new agents. How to impress the dealers, old and new, with their responsibility toward the photo finishing customer.

"SELLING THE URGE TO TAKE PICTURES."

S. H. Giellerup, *Account Executive with Frank Seaman, Inc., advertising representatives of the Eastman Kodak Company.*

Bringing out the necessity for the fullest cooperation between all those interested in amateur photography to the end that cameras may be kept in more frequent use. Touching on the fight to keep the public snapshot-conscious in view of the many conflicting appeals from other pleasure-giving activities.

SPECIAL ANNOUNCEMENT OF PARTICULAR INTEREST TO PHOTO FINISHERS.

O. J. Pardee, *Account Executive, Frank Seaman, Inc.*

"PHOTOGRAPHIC CHRISTMAS CARDS"—

(Four five-minute talks and general discussion.)

Speakers yet to be chosen. The discussion to bring out just how successful the effort has been to popularize Christmas photo greetings.

"FALL AND WINTER SIDE LINES."

Speaker yet to be chosen. A thorough-going review of the many side lines which have proved to be profitable. Ways and means to take up the slack in the winter season.

"QUALITY AND SERVICE WIN."

Wm. Burton, *Burton Photo Service, Kirkwood, Mo.*

Illustrations from actual experience showing how quality is really recognized.

"PROFITABLE CAMERA SHOP OPERATION."

Speaker yet to be chosen. Various sales and advertising methods which can be used to stimulate over-the-counter retail business.

"ALBUM SALES AND THE PHOTO FINISHER."

H. F. Duncan, *Duncan Photo Shop, Champaign, Ill.*

Showing the necessity for the fullest cooperation between the photo finisher and his dealer in order to stimulate the sale and use of albums. Album keepers invariably are the best customers.



The floor plan of the convention showing the large space devoted to manufacturers' exhibits. The arrow indicates spaces 4 and 5 to be occupied by the Kodak display and that of the Eastman Kodak Stores, Co., of Chicago.

By reserving the entire floor for the convention activities, the convention committee has provided accommodations that compare most favorably with those secured in former years.

Chicago's ideal location should make this a truly national convention. Here is an opportunity to benefit by the experience of others in your own line of business, to give and take away countless practical ideas that it would take years to accumulate in any other way. And you have a rollicking good time in the bargain. Make arrangements now to be at the 1928 convention.

Tell About Kodakery

YOUR customers will derive much more enjoyment from the use of their cameras if they are regular readers of "Kodakery," the profusely illustrated monthly magazine devoted to the interests of the amateur photographer.

Many subscriptions received with new cameras will soon expire. Suggest that the camerist continue to enjoy the timely and stimulating information that has been of such assistance to him during the past year.

If a check-up were to be made, you would find that the most frequent users of their cameras are also regular subscribers to "Kodakery."

Featured in the December issue, out in November, is a reproduction of an Etchcraft enlargement spread across two full pages. Underneath, the caption reads, "The full beauty of a picture is brought out in the enlargement. Your photo finisher can make artistic enlargements like this from your favorite negatives." Follow up this constructive suggestion.

Every issue of "Kodakery" is filled with news of first importance to all camera users. Continued enthusiasm is reflected in the number of exposed rolls presented for processing. It's good business to call "Kodakery" to the attention of your customers.

Enlargements Are in Season



Christmas enlargement streamer, No. 310. Available in quantity on request.

This is the time of the year when enlargement volume rises to take the place held earlier in the year by snapshots. Still, many camerists will miss the opportunity to give enlargements this year unless you point out to them how appropriate such a personal gift will be for many on their lists.

The illustrated window streamer backed up by an attractive display of Christmas enlargements speaks

for you in a most effective way to the Christmas shoppers. Every store that you service should be given the benefit of this appeal.

The new enlargement streamer, 33 x 8 inches, resplendent in holiday colors, is sure to attract money-making attention to your enlargement displays in the agency windows. The word "enlargements" is in a bright holiday red that leads the eye directly to the reproduction



Easily installed display of Etchcraft enlargements using Christmas streamer shown above. Sand crêpe on background and floor. Brown crêpe tubing for the mantle. Brick-wall crêpe makes a lifelike fireplace.



of an enlargement and the small print from the same negative.

After they see this streamer there is only one thing to do; go home and produce the "favorite Kodak negative."

To complete your enlargement campaign use the special Christmas enlargement stuffer, announced last month, in all of your outgoing work.

Then, too, when an especially attractive negative goes through, include in that envelope one of our Etchcraft enlargement stuffers. The wide margins and the embossed line



Kodak Film boxes make appropriate andirons, completed with black cardboard disks. The sign is hand-lettered on the flaming background.

around the print make the Etchcraft particularly attractive as a gift.

Selling Cameras For Christmas

CAMERAS compete with so many other gifts in the average store that you must cooperate fully with your agents to see that their photographic display is as Christmasy as it is possible to make it. A combination window display in which enlargements, small prints and cameras are shown would be particularly effective.

Your agents will readily appreciate the importance of the camera sale. There are many youngsters in the neighborhood just coming to the age when a box camera makes an ideal gift. Always suggest that the gift include two or three rolls of Kodak Film so that the picture-making may start without delay early Christmas morning.

The interested dealer will follow up these sales and thus make sure that the first exposed rolls come to him. By offering kindly advice, he may lead the young beginner to a

keener interest in his camera, and at the same time assure the store of the film and finishing business.

Increasing winter volume

Snapshots are being made more frequently in the winter, and this increase will be even greater if cameras are emphasized as most appropriate gifts.

Aside from the possible sale of box Hawk-Eyes and Brownies to those just beginning to take pictures, you can be of great assistance to the Kodak dealers among your agents who are selling the new Kodaks in color. This is the first Christmas season that color has been added to strengthen the traditional appeal of Kodaks as holiday gifts.

By assisting with the window displays in your agents' windows, you may be of real service to them and at the same time profit handsomely yourself.

Snapshot Illustrations



Interest students in snapshots.

MR. CHARLES W. MYERS of The Photo Shop, Batavia, New York, has been successful in interesting the local high school students in the use of snapshots in their school magazine.

It was an easy matter to show those in charge of the publication how interesting action pictures of their school mates would be, both as illustrations for the write-ups of ball games, track meets and other class activities as well as random shots of every-day happenings around the school.

Successful from the start

The possibilities in this suggestion were immediately appreciated and the school camerists went into action with the result that each issue of the school paper includes several pages of snapshot illustrations that tell the story of school days in a most entertaining way.

Prizes have been awarded to the students contributing the best snap-

shots. The local newspaper became interested in the campaign and published some of the prize-winning pictures during the school year. In each case the Photo Shop was mentioned as sponsoring this student interest in picture-making.

Here is what Mr. Myers has to say: "We are sure that the school snapshots brought us in quite a bit of extra finishing as the pupils liked the work and told others. In fact, we have nearly all the younger people's trade of Batavia."

The idea is spreading to smaller communities near Batavia, and Mr. Myers feels sure that other photo finishers throughout the country could interest their local high schools with equally profitable results.

Perhaps a similar idea has been successful elsewhere. Why not pass the word along?

Chapter IX of "The Fundamentals of Photography" will appear in the December issue.



Answering the Question “What’s Wrong With This Picture?”

It is so easy to get good pictures that the man behind the counter owes it to his customers to explain to them how their work may be improved, in case it is not quite up to standard.

Oftentimes, the camerist is far from satisfied with his work but he does not know how to improve it, nor does he recognize the particular fault.

To help at the counter, the illustrated card will be provided in quantity on request. Hanging up nearby, it is always available when a comparison with the customer's results will help him to make better pictures.

Six prints from $3\frac{1}{4} \times 5\frac{1}{2}$ negatives are reproduced on the card. One is properly exposed, the other five are good examples of the more frequently found causes of failure.

Over a long period of time, these causes of failure have accounted for more than 65% of the defective negatives passing through our own photo finishing plant. Under-exposure, over-exposure, movement of the camera or subject, faulty focus, are all errors that are easily corrected. However, if the camerist

Reproductions of Photographic Prints with which to compare Customers' Results



Print from a properly exposed film.

It is clear that properly exposed film highlights the subject and background, and the subject is clearly defined against the background.



Print from an underexposed film.

An underexposed film is one also called an "underexposed" print. The subject is too dark and the background is too light. The subject is not clearly defined against the background.



Print from an overexposed film.

An overexposed film is one also called an "overexposed" print. The subject is too light and the background is too dark. The subject is not clearly defined against the background.



Subject out of focus.

Here the subject is not sharply defined against the background. The subject is out of focus. The background is too light and the subject is too dark. The subject is not clearly defined against the background.



Camera moved.

When the camera is moved even a little, the subject is blurred. The subject is not clearly defined against the background.



Subject moved.

If the subject moves during the exposure, the subject is blurred. The subject is not clearly defined against the background.

Prepared by
EASTMAN KODAK COMPANY
Rochester, N. Y. - The Kodak City

Helps your customers to make better pictures

does not recognize his difficulty, he is quite likely to continue making the same mistake. If the reason for his poor results is explained to him, he can easily remedy the defect and the improvement in his snapshots is sure to make him a more frequent user of his camera, a more liberal consumer of Kodak Film.

To simplify matters, use the order number, 149, when you write.

Additional Grades of Vitava Projection Paper

ETCHCRAFT enlargements may be offered to your customers in a wide variety of surfaces if you print them on the new Vitava Projection Paper.

Eleven grades have been added to the eight announced last month, so that now Vitava Projection Paper with a choice of nineteen grades is one of the most complete lines of projection papers ever offered.

All grades are supplied in two degrees of contrast, No. 2 for normal negatives and No. 3 for medium or

flat negatives. Extremely flat negatives require a more contrasty paper such as P. M. C. Contrast.

Vitava Projection Paper is slower than the Bromide Papers. Consequently, you have sufficient time to hold back portions of the subject and thus achieve effects that are impossible with a fast-working paper.

This new paper sells at the same price as Vitava Rapid Black, both single and double weight, and is stocked by all professional dealers.

The complete list of Vitava Projection Papers follows:

GRADE	SURFACE	STOCK	WEIGHT
A	Semi-matte	Cream White	Single Weight
B	Semi-matte	Cream White	Double Weight
C	Matte	Cream White	Double Weight
D	Matte	White Rough	Double Weight
E-Rough	Matte	Buff Rough	Double Weight
E-Smooth	Matte	Buff Smooth	Double Weight
E	Semi-matte	Buff Smooth	Double Weight
F	Glossy	White	Single Weight
J	Lustre	Buff Rough	Double Weight
L	Lustre	White Rough	Double Weight
M-Old Master	Slight Lustre	Cream White	Double Weight
O-Old Master	Slight Lustre	Buff	Double Weight
N	Lustre	White Rough	Single Weight
R-Linen	Slight Lustre	White	Double Weight
S-Linen	Slight Lustre	Buff	Double Weight
V-Smooth	Semi-matte	Old Ivory	Double Weight
W-Rough	Semi-matte	Old Ivory	Double Weight
X-Silk	Semi-matte	Old Ivory	Double Weight
Y-Silk	Semi-matte	Cream White	Double Weight

“Velox”—the mark of quality

Camerists have confidence that the skill of the printer matches the established quality of the paper when they see “Velox” on the backs of their prints.

Use the prestige of this *well* known trade-mark.

NOVEMBER 1928



All those Glorious Days live on . . .



in snapshots that were a joy to take

"TODAY we can look back and see each other just as we used to be. Ralph claims that he knew we were meant for each other from the moment we met. 'It's right there in those snapshots,' he'll say. 'Can't you see from the way I looked at you that it was all over with me?' 'It's funny the way things work out. Never before that had I used my Kodak so much' was it intuition that made me turn to it the one time when it meant most?"

After all there is only one perfect memory, the Kodak's. Years afterward, it shows you a face or a scene with all the expression, the detail, the light and shadow, just as they were when you saw them in the finder.

Perhaps you understand this perfectly. Perhaps your intentions have been the soundest, but actually you did not take as many snapshots as you meant to. The reason is probably that too frequently you did not take your Kodak with you. To overcome this, always keep it loaded and put it in a place where you cannot help but see it every time you are going out.

As for not owning a Kodak . . . really, there's no excuse

for it. Every day of your life, probably, you pass stores that sell them. The cost is whatever you want to pay. There's a genuine Eastman camera, the Brownie, as low as \$2, and Kodaks from \$5 up.

And every Eastman camera makes excellent snapshots. Particularly the Modern Kodaks. Many have lenses so fast that you don't have to wait for sunshine. Rain or shine, Winter or Summer, indoors or out, everyone can take good pictures with these marvelous new Kodaks.

Kodak Film in the familiar yellow box is dependably uniform. It has speed and wide latitude. Which simply means that it reduces the danger of under- and over-exposure. It gets the picture. Expert photo finishers are ready in every community to develop and print your films quickly and skilfully. So begin—or continue—taking the pictures that will mean so much to you later on.

EASTMAN KODAK CO., Dept. 149, Rochester, N. Y.

Please send me, FREE and without obligation, your interesting booklet about the Modern Kodaks.

Name

Address

City

• KODAK •

ONLY EASTMAN MAKES THE KODAK

Support this appealing argument in favor of winter snapshots. It will be effective everywhere because the combined circulation of the *American*, *Photoplay* and *True Story* magazines, is more than 4,600,000, scattered country-wide. It appears in November.

No. 2A
Cartridge
Hawk-Eye,
Model B.



*Get your
share of
Christmas
trade with the
aid of*

Hawk-Eye Cameras

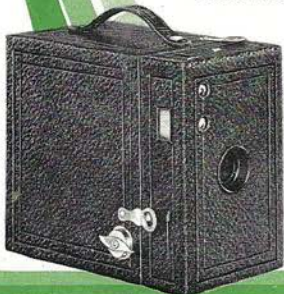


No. 2
Cartridge
Hawk-Eye,
Model C.

EASTMAN cameras—Kodak Film—sample prints from customers' negatives. This combination displayed in finishers' windows will decide the form of many an inexpensive gift for Christmas.

Plan to get your share of holiday trade—and, incidentally, to boost next year's film and finishing sales—by offering the fast selling Hawk-Eyes.

Order early to insure prompt delivery.



No. 2
Cartridge
Hawk-Eye,
Model B.

**EASTMAN
KODAK CO.**
Special Sales Division
ROCHESTER, N. Y.