

# THE PHOTO FINISHER

DECEMBER 1930

WISHES YOU  
A MERRY  
CHRISTMAS



Loaded  
Kodaks  
Make  
Business



Empty Kodaks never made finishing business and so, dull days or bright, keep their Kodaks loaded, ready for action.

Every photo finisher knows what the speed and latitude and uniformity of Kodak Film will accomplish in the cameras of amateur photographers. So it is to your interest to recommend the film that assures the greatest possible number of printable negatives per roll developed—the dependable Kodak Film that gets the picture.

EASTMAN KODAK COMPANY  
ROCHESTER, N. Y.



*The*  
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## The Big News Next Month!

### *All About the Great World- Wide Contest*

**T**HE January Photo Finisher will tell all about the world's greatest prize picture competition . . . an event that will make 1931 your biggest, most profitable year.

Next month you'll know the facts—the grand scale of the contest—the size and number of prizes—the big profits to be made from the sale of extra cameras, extra films, extra finishing.

Here's a Christmas present that's worth waiting for. One that will make 1931 the Happiest New Year you have ever known.

Watch for the January Photo Finisher. Read it from cover to cover. Be prepared for big news—the biggest ever. You won't be disappointed.



# The PHOTO FINISHER

## Old Camera Contest

*The Feature of Old Timers' Week in Glendale, California*

**L**AST summer C. R. Mowry, of Mowry's Photo Service, Glendale, California, during Old Timers' Week, invited people to bring old cameras to his store to be put on display and offered to give a new Kodak in exchange for the oldest camera.

Eighteen relics of early amateur photography were unearthed from shelves and attics to make this interesting window display. The oldest was a rugged C Ordinary 4 x 5 Kodak patented in 1889-1890.

A description of this old camera will probably be interesting to photo finishers of 1930.

The camera is of wood with glued dovetail joints. All fittings are of brass. The lens was focused by a lever on an index which moved the whole front within the box. The three stops and two speeds were adjusted by removing the false front. A brass knob on top of the camera attached to a piece of cat gut wound up tension on the shutter spring.



*The C Ordinary Kodak*

The spring was tripped by a button on the side.

The camera was also equipped with two finders and two tripod sockets.

Film with about a yard of black cambric attached to either end was packed in a strong cardboard carton. The whole carton fitted into the camera and the cloth and film were wound onto an empty reel in another carton. The black cambric unwound last and protected the end of the film very much like the paper that protects both ends of Ciné-Kodak film. The carton of exposed film was removed and unloaded for processing in the darkroom.

Spacing on exposures was accomplished by an exposure registering dial with an automatic catch. When sufficient new film had been moved into position this catch snapped and held the film taut.

Developing was done in the home, by the local

*(Continued on next page)*



*The Complete Collection of Old Cameras*



DECEMBER 1930



## The New Eastman Print Straightener



*Simple . . . Efficient . . . Economical*

**T**HE new Eastman Print Straightener is the latest efficiency device for photo finishers.

An electrically heated water trough gives off sufficient vapor to dampen the motor-driven web belt. The prints are fed face up, the belt slightly dampens that side and as they pass over a bronze wire grid above the trough, the backs are slightly dampened by vapor. The prints then pass between rollers and fall into a basket flat and smooth.

The machine is easily portable as the frame and trough are of alumi-

num. To compensate for different paper weights and humidity conditions, the heater unit has a switch that gives three water temperatures and the rollers are easily adjusted to give more or less curl.

The Straightener will handle the usual run of work as fast as it can be fed and will take care of Cirkut prints of any length.

The machine, complete, with flexible electric cord connection, lists for \$150. Standard equipment is for 110 volt alternating current—other equipment available on order.



*(Continued from page 4)*

studio photographer or by the finishing plant at Rochester.

Interest in the contest was created by an advertisement with one of

*Life's* "Gay Nineties" pictures.

This whole idea seems to us a good advertising feature and one that will be sure to attract attention and business.



The giant camera delivery of Zepp Photo Supply Co., Baltimore, Md., is sure to attract attention.



Larrabee Co., Inc., Spartanburg, S. C., furnishes its agents with this business getting sign.



Pennsylvania Photo Service, Shamokin, Pa., uses an attractive motorcycle sidecar for its delivery service.



Folks in Los Angeles are attracted by the big Brownie of Winstead Photo Finishing Company.



The midget car of Robinson-Phillips Corp., of Detroit, has red film spools scattered over its Kodak yellow body.



Hammond Photo Service, Meridian, Mississippi, has its car painted with a Kodak film box red and yellow.



Iowa Film Finishing Co., Des Moines, Iowa, cashes in on this striking delivery car.



Here's the snappy fleet of the Moen Photo Service, La Crosse, Wisconsin, with "Kodak As You Go" on its spare tire covers.



The new Austin of the CoMo Photo Service, Minneapolis, Minn., stops to have its portrait taken.





# The PHOTO FINISHER

## How to Color Translite Prints

THE attention getting value of the Translite print is due almost entirely to the beauty and brilliance of its colors when it is illuminated, but as a strong light shines through the print the color must be much stronger than is ordinarily used for tinting photographs.

If oil colors are used place the face of the print against an illuminator and rub undiluted color on the back of the print with a tuft of cotton. With slight dilution the oil color may be applied with a brush. Use the medium recommended for this purpose by color manufacturers.

If dyes are preferred, secure pure aniline colors. If these are not available, Diamond Dyes or those equally fast to light may be used.

If the latter are used, place all of the powder from a package in a graduate and make into a paste with a very little cold water. Then pour in enough boiling water to make two ounces of solution. Each color should be dissolved in this manner and placed in a bottle.

These concentrated colors may be diluted as used, but we advise that you try them full strength first. Translite prints should be colored while the print is illuminated as brightly as it will be in a display fixture. In fact the display illuminator may be covered with a sheet of glass and the face of the print placed against this while the back is being colored. Keep your print in shadow so the effect of the light through the print is strong and brilliant.

Place about a tablespoonful of color in a small pan, add a drop of Kodak Liquid Glue and mix with the brush used for applying the color. Now go

over the parts of the print on which your first color is to be applied until that color is as strong as desired.

You see the effect exactly as it will appear when the print is reversed and placed in the illuminator for exhibition. When you examine the print by daylight the color you have applied will seem very heavy, but once colored the tints are never seen except by transmitted light.

The colors may be mixed to produce various shades. A good flesh tint is produced by mixing red and yellow. The color may look too brown but try it on the print. By the transmitted light it becomes a delicate flesh tint.

If these colors are to be applied with an air brush we would recommend gum arabic instead of the glue—about five per cent gum to two ounces of solution.

To make a stock solution of gum, dissolve eight ounces of powdered gum arabic in one quart of warm water and add one quarter ounce of sodium salicylate as a preservative. This gum solution may be added to the dyes, as used, or one or two drams may be added to each of the stock solutions of colors.

When the prints have been colored and dried any slight unevenness of surface may be removed by placing them in a dry mounting press for a few seconds or by covering them with a blotter and applying a hot iron.

The application of the colors as suggested will be found very simple and the work may be done quite rapidly as meticulous care is not required.



## Maintaining Temperature

*Both Winter and Summer*



*The System Hook-up*

**T**HIS is a practical temperature regulating system that works. Briefly, it consists of a series of coils through which cold water is kept in circulation by means of a pump. Three sets of coils are in an ice chest located near the tanks; the water circulating

through these coils goes up through the pump and down through similar coils placed at the inside of the developing and the rinsing tank.

In the winter, warm water is circulated through the coils direct from the plant supply.

The ice chest is the ordinary type capable of holding 200 pounds of ice in addition to three sections of coil made from  $\frac{3}{4}$  inch galvanized pipe. The coils lie horizontally in the bottom of the chest, the outlet of which is so arranged that the two lower coils are immersed in the

melted ice water while the upper coil is in contact with the ice.

The circulating pump is manufactured by the Lobee Pump and Machine Company, Buffalo, New York, and is a Type A,  $\frac{3}{4}$  inch, operated by a  $\frac{1}{8}$  horse power motor with a belt drive. Note the convenient location of the pump and power unit on a shelf just above the tanks.

The coils to be inserted inside the tanks at the back are best made of  $\frac{1}{2}$  inch lead tubing although block tin may be used if coated with a chemical-proof paint. It is necessary to repaint them from time to time in order to guard against possible contamination of the solutions. Ordinary garden hose is used to connect the various parts of the cooling system.

Running the pump about one hour, two or three times a day, is sufficient to maintain a very uniform temperature during warm weather.

In winter the coil is disconnected from the circulating system and one side of it is attached to a hot-water tap, the outlet flowing into a sink or drain. By this arrangement no cost for power is incurred in the winter although the temperature is maintained as well as in the summer.

To operate this system successfully all that is needed is an occasional check of the solution temperatures with the thermometer. No expensive installation is lying idle the majority of the time as is the case with some systems. For the small or medium-sized plant this arrangement is ideal.





## Paste and Scissors



**T**HE beginning of January is an ideal time—if you're not already issuing one—to start the publication of a house organ or dealer bulletin to reach all of your actual and as many as possible of your prospective dealers.

The purpose of this page is to provide timely fillers for spacing out between your own comments—in other words, to make your job of direct-mail contacting easier, and we hope . . . more effective.

Use this material how and when you will. No credit line is needed . . . just cut and paste. This is your page.

We will appreciate being placed on your list to receive your own trade publication. Simply address Editor, The Photo Finisher, Eastman Kodak Company, Rochester, N. Y.

✓ Business keeps quiet when merchants keep likewise . . . business gets active when merchants get into action.



✓ Few folks call on your local blacksmith for the latest in hot water bottles, and fewer still call at your store for the last word in fancy shoes for horses. People instantly recognize the difference between anvils and mortars and pestles. That's the result of display. Let the picture-takers of your neighborhood know that your store is photographic headquarters and depend upon it—they'll act accordingly.



✓ The quickest journey merchandise can take is off your shelf, into your window and out of your store.



✓ To do the usual thing in an unusual way, is often the secret of doing an unusual business as a usual thing.

✓ The best business insurance you can carry is the merchandise your customers want. As an example, Kodak Film and *Your Name Finishing Service*. Together they insure frequent calls, pleased patrons, and consistent profits.



✓ The first of the year is more than just January 1 . . . it's an excuse and an invitation to turn over a new leaf and enjoy a new turnover. May we mention Kodak Film?



✓ The first sale to a casual caller may be an accident . . . the second a happenstance, but the third sale is a habit . . . encourage it. That person is a *customer*.



✓ Unlike baseball, skating, and ducking for apples—picture-taking has become a year round sport . . . and a year round source of profits for the dealers who appreciate the fact.



KEEP A KODAK HANDY—LOADED WITH KODAK FILM

## Let Our EXPERTS Do Your Photo Finishing . . .

UPON THE FILM you use in your camera and the care it receives in the photo finishing laboratory depends—in large measure—the success of your picture making.

To get the right start, load with genuine Kodak Film in the yellow box . . . “the film that gets the picture.” Then let our experts take care of the developing and printing. You’ll like our prompt, skilful workmanship, and you’ll find our prices moderate. Load your camera *today* with Kodak Film—and send the roll to us after you have exposed it!

**Roe Finishing Company**  
1027 Tripod Avenue

Free on request. *Specify mat or electro.*

Ad complete, illustration and text: double column, No. 11A; single column, No. 11B. Illustration only: double column, No. 239A; single column, No. 239B.

# It'll be a **Happy New Year** ... for FINISHERS WHO SELL HAWK-EYES



There is no end of plans by which you can use Hawk-Eyes to increase your volume . . . and the versatile folding models have their place as well as the simple box types.

There are 59 different Hawk-Eye models, including the various types, colors and sizes. You can easily make a selection to fit your needs.

*These Eastman cameras will play a bigger role than ever in 1931. Plan now to use them.*

**W**HETHER in the big photographic events of the year or in the usual course of business, Rainbow Hawk-Eye cameras will play a more important role in 1931 than ever before.

They will make thousands of new camera users for finishers who offer them. For there are dignified, versatile models that satisfy the most exacting camerist. And especially there are simple, richly-colored, low-priced Hawk-Eyes that anyone—child or grown-up—can easily afford to buy, and quickly learn to use. Everybody is a prospect when you offer these Eastman cameras. They spell **VOLUME**, and that's what you want.

Start the New Year by getting new assortments of Rainbow Hawk-Eyes into your agencies. And, to assure ample stocks during the rush season, order supplies early for spring and summer.



**EASTMAN KODAK COMPANY**  
Special Sales Division, Rochester, New York