

THE PHOTO FINISHER



Reproduction from a Kodak *Verichrome* Film Negative

JUNE 1931

Don't let any one tell
you that Verichrome
advantages are to be
found in any other
film. It is made by
an exclusive Eastman
process . . .

*no other
film is
“the same as
Verichrome”*

THE PHOTO FINISHER

Issued monthly with the aim of being helpful,
informative, and instructive to those engaged in
the business of photo finishing.



Published by EASTMAN KODAK COMPANY, Rochester, N. Y.

Vol. 5

JUNE 1931

No. 6

A Flood of Entries Marks the Opening of the United States Contest

Wave of Enthusiastic Interest Sweeps Country

*Amateur camerists rally to announcement
with burst of picture-making activity*

JUDGING by the heavy volume of early entries, picture makers throughout the country got busy May 1 and have been in hot pursuit of the prizes ever since. This good start is a tribute to the thorough work done by dealers and photo finishers. Contest displays occupied the windows on May 1, and have been on constant duty since. Counter cards with pockets filled with rules folders have been in evidence everywhere. Counter talk has turned naturally to the Contest. Usually customers mention the magazine advertisements. Many speak of the Contest announcements by radio, during

the Kodak Week-end Hour, each Friday night.

Many New Picture Makers

All agree that one of the greatest influences in the early days of the Contest was the prominence given to Brownies and Hawk-Eyes at the photo counter. Full stocks, a result of the slash in net prices, dwindled rapidly. Re-orders had to be placed. Those who never before had made pictures were easily convinced of their good chances. Consequently, throngs of new picture makers have joined the veterans in a determined assault upon every picture possibility.

Right now the State Contests for children's pictures are nearing the climax. Entries close June 30. Announcement of winners in the forty-eight states, Hawaii, and Alaska, will be made soon after. The snapshots for the State Child Contests will be judged the same as for the major contest—solely on general appeal—the interest they arouse. Remember entries and winners in the State Contest are eligible for further prizes in Class A at end of the general Contest.



Behind the scenes of the big contest. A glimpse of the staff and equipment required to handle the daily increasing volume of entries.

Full Directions for Making June the Banner Month to Date

AS THIS month progresses, you naturally will emphasize the approaching close of the State Child Picture Contest. See that your dealers use the special window streamers that feature it; mention it in your advertising. And in all such references, be sure to emphasize the fact that the United States Contest with its six picture classes continues throughout July and August. Give no picture-maker the impression that the whole affair is over on July 1. It will be highly profitable, though, to impress on parents and others the extra welcome that children's pictures receive this month.

A doubly profitable way to increase your customers' chances of winning a State Prize is to stress children's pictures in your own local contest.

Prepare for the Last Minute Rush

It is not a bit too early to make definite plans now for the closing of the State Contests. Many photo finishers are preparing to offer extra service on Monday, June 29, and Tuesday, June 30. All entries must bear a postmark not later than June 30 and arrive

in Rochester not later than July 7. Surely you want to have your dealers' customers avail themselves of their last week-end beginning Saturday, June 27. It should be easy to route through prints from the rolls left Monday morning in time to enter the State Contest. Tell your community about this special service. Cards in your dealers' windows will be effective . . . ads in your newspapers even more so. Here's some suggested copy for use before the June 27 week-end:

"Final Chance to Enter the State Contest!"

"The special State Child Picture Contest, which is a part of the Kodak International \$100,000 Competition, closes June 30. Entries must be postmarked on or before that day to be eligible.

"Compete for these *extra* state prizes. You may win one—and thousands of dollars later—if you enter now. Take some pictures of youngsters this week-end. Let us have the exposed films. We'll deliver prints of prize-winning quality in time to enter them in the State Contest.

"And remember there are 847 other prizes to be won at the end of August."

Make Capital of All Six Classes

Of course, all six classes in the United States Contest are mentioned at your dealers' counters along with the State Contest. The fact that Class A calls for children's pictures is a good starting point for a discussion of the other picture subjects.

The moment the child contest closes is the moment to emphasize the 847 prizes still to be won. Let it be known that the first taste of prize money is only the forerunner of juicier plums that are to come.

The following suggested advertising copy over your signature in the local newspaper ought to be effective in spreading the news for all to see:

"Still Time to Win Big Cash Awards"

"Although the special State Child Picture Contest conducted in connection with the Kodak International \$100,000 Picture Competition ended June 30, the main



It's important . . . and profitable to have your dealers display cameras throughout the entire contest.

event will run until August 31. There are 847 prizes (one is \$2,500) still to be won in U. S. A., plus international prizes. The international grand prize is \$10,000 in cash.

"If you haven't entered the Competition, do so at once. If you *have*—don't stop sending in pictures, for the more you enter the greater

your chance of winning. Keep your Kodak busy this weekend. And for prints of prize-winning quality, see that your exposed films come to us."

Children Real Contenders

As schools close soon, children will have more time for picture-making and will become increasingly important contenders in the contest. Many an entry will be filed by the owners of Boy Scout, Girl Scout and Camp Fire Girls Kodaks. Remember, furthermore, that a boy or girl with a Brownie or Hawk-Eye has the same chance to capture a prize as users of more costly cameras.

Have Your Dealers Focus on the Camera Sale

Caution your trade to have an eye out for the customer who needs a camera before he can compete. All the shouting about pictures: "Big prizes for simple snapshots," "You can enter as many prints as you like," "Only picture interest counts," is certain to attract a host of new pic-



Prepare for the last minute rush of child picture entries . . . and let the whole town know you're ready.

ture-makers, and to speed up the shutter fingers of an army of veterans.

June provides such excellent opportunities for camera sales, and hence, for more photo finishing, even without the extra Contest attraction, that it is hardly necessary even to hint at the possibilities. Graduation presents, travel outfits, camping supplies, all are openings for camera sales.

With the chance for big money always lurking nearby, there is more reason than ever why first choice should fall upon a Kodak, Brownie, or Hawk-Eye.

We are working rapidly toward the big Fourth of July holiday, big in itself and significant as the starting point of so many vacations. Make sure your dealers are alive to their opportunities and ready to supply the demand.

Check them up to the end that window displays, streamers, folders, advertisements, envelopes, stickers, and doorknob hangers will keep reminding picture-takers that prizes are going to be awarded for simple snapshots. Have your dealers primed to suggest two extra prints from each negative. Then keep your plant keyed up for the biggest season ever.

**No other Film
is "the same
as Verichrome"**

The Kodak Hour

THE Kodak Hour week after week suggests picture-making over each week-end . . . tells about the many prizes to be won for simple snapshots . . . spurs thousands into action with their cameras. Boost Kodak Hour in your local advertising. . . You'll find it highly profitable. The cut illustrated at right is all ready for you to use for this purpose, and it's free. Ask for No. 321B and specify mat or electro.



Cut No. 321B

The Second Lot of *Dealer Helps* Is on the Way

If you ordered this material for use in July and August it's on the way . . . will reach you in plenty of time for early distribution to your dealers.

Though not illustrated, special folders and window bulletins featuring the Half-way prize winners in your state will be shipped automatically.



Three-Piece Contest Display No. 2. Start booking your dealers' windows now for a full showing over July 4th.



Giant Film Cartons. Each display set includes four of these.



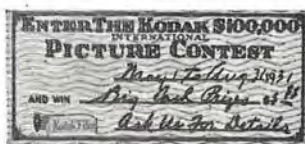
Contest Rules Folders. Keep a full supply in every counter card.



Window Streamers. Streamers will be shipped you in three different lots.



Special Contest Envelopes. If you've adopted these, make sure that a rules folder gets in each one. Otherwise enclose a rules folder in your regular envelope.



If you don't use special envelopes, paste these gummed stickers on your regular envelopes.

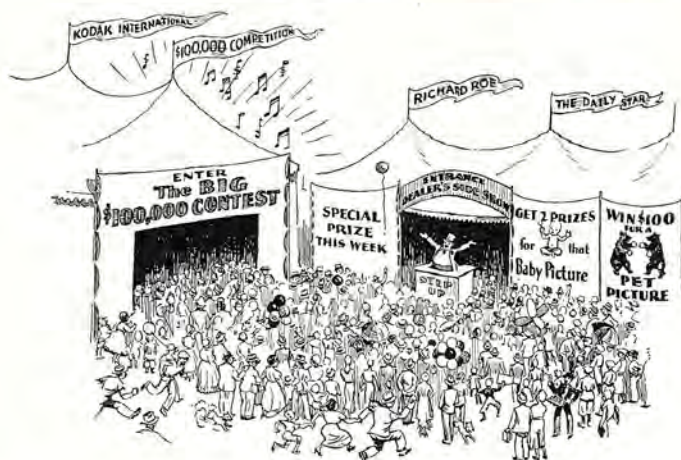


Doorknob Hangers (if ordered). Make several distributions during the contest. Make sure dealers have cameras to fill the demand.



Counter Card No. 2. Keep the pocket filled with rules folders. Every rules folder distributed represents another possible contest entrant.

The Big Top Draws Crowds to the Side Show *and Vice Versa*



THE big top . . . the main attraction is the International Competition, but the side show is a local photographic contest. And each will attract its own crowd, as well as pull in bigger audiences for the other.

Last month we told you about some of the newspapers that had started local photo contests, and since then the list has grown considerably. But the returns are not all in yet by any means.

Photo finishers are sure to cash in on the added stimulus that will be created by the new contests, started or soon to start, in the following additional list of newspapers:

Asbury Park (N. J.) Press
Atlanta (Ga.) Georgian
Bangor (Maine) News
Boston (Mass.) Herald-Traveler
Brockton (Mass.) Enterprise
Chicago (Ill.) Herald-Examiner
Columbus (Ohio) Citizen
Dayton (Ohio) News
El Paso (Tex.) Times
Ft. Worth (Texas) Press
Fresno (Calif.) Republican
Houston (Texas) Chronicle
Idaho Falls (Idaho) Times-Register
Indianapolis (Ind.) Times
Knoxville (Tenn.) Journal
Lewiston (Maine) Sun-Journal
Long Beach (Calif.) Press-Telegram
Miami (Fla.) Daily News
New York (N. Y.) Graphic
New York (N. Y.) Evening Post
Philadelphia (Pa.) News

Pittsburgh (Pa.) Sun-Telegraph
Richmond (Va.) News Leader
Rochester (N. Y.) Democrat-Chronicle
Rochester (N. Y.) Journal-American
San Antonio (Texas) Light
Seattle (Wash.) Times
Stroudsburg (Pa.) Record
Topeka (Kan.) Capital
Worcester (Mass.) Telegram-Gazette

Some of the contests are being run independently by the newspapers and others are being conducted jointly by the local photo finisher or finishers and the publishers, but all of them are going to accomplish the same results . . . more entries, more prints, more profits.

Finishers' Contests Also Under Way

However, newspapers are not the only ones that are running independent local contests. Literally dozens of photo finishers scattered all over the country are offering additional awards in their own competitions. These contests are being advertised through dealers' windows and counters, with special envelope stuffers and by local newspaper paid advertising.

Side shows indeed. Look at this partial list selected from the many!

Alves Photo Service, Braintree, Mass., \$300 in local prizes.
Cunningham Studios, Utica and Syracuse, N. Y., \$300 in local prizes.
Fleet Photo Service, Washington, D. C., \$1,000 in local prizes.
Greer Drug Co., Charleston, S. C., \$100 in local prizes.
G. C. Kehres, Cleveland Heights, Ohio, \$100 in local prizes.
Kelly & Green, Erie, Pennsylvania, \$100 in local prizes.
Langtry Photo Service, Buffalo, N. Y., \$50 in local prizes.
Owl Drug Stores, Pacific Coast, \$375 in local prizes.
Sunshine Photo Service, Denver, Colorado, \$100 in local prizes.

If neither you nor your newspaper is conducting a contest or planning to, read again the booklet entitled "How to Increase Profits with a Local Snapshot Contest" which was recently mailed you.

Not to have a local side show is to miss half the profit possibilities that the main tent offers.



Worth Consulting

Both the booklet and the calendar illustrated above have been mailed you. The one tells how easily and inexpensively a local contest can be organized . . . the other reminds you day by day how to make the most of the International Competition. Both can be valuable aids to your contest plans.

Special "half-way" Prizes . . .

for Child and Baby Snapshots...

There's still time to enter Child Pictures made in May and June, the first two months of the contest. No skill needed. Only Amateurs eligible. Only Picture Interest counts.

\$25,000 in U. S. Prizes
SIX PICTURE CLASSES
1,000 Chances to Win!

YOU may submit pictures of any subject in this contest. Prizes will be awarded in 6 classes, and your entries will be placed for judging in the classes in which they are most likely to win.

A. Children. Any picture in which the principal interest is a child or children.

B. Scenes. Landscapes, marine views, city, street, travel or country scenes, etc.

C. Games, Sports, Pastimes, Occupations. Baseball, tennis, golf, fishing, gardening, carpentry, etc.

D. Still Life and Nature Subjects. Architecture and Architectural Detail, Interiors. Art objects, curios, cut flowers, or any still life object in artistic arrangement; any nature subject, etc. B. Extérieurs or interiors of homes, churches, schools, offices, libraries; statues, etc.

E. Informal Portraits. Close-up or full figure of a person or persons, excepting pictures in which the principal interest is a child or children. (See Class A above.)

F. Animals, Pets, Birds. Pets (dogs, cats, etc.); farm animals or fowls; wild animals or birds, either at large or in zoos.

Prizes for United States

GRAND PRIZE: Bronze Medal and \$2,500

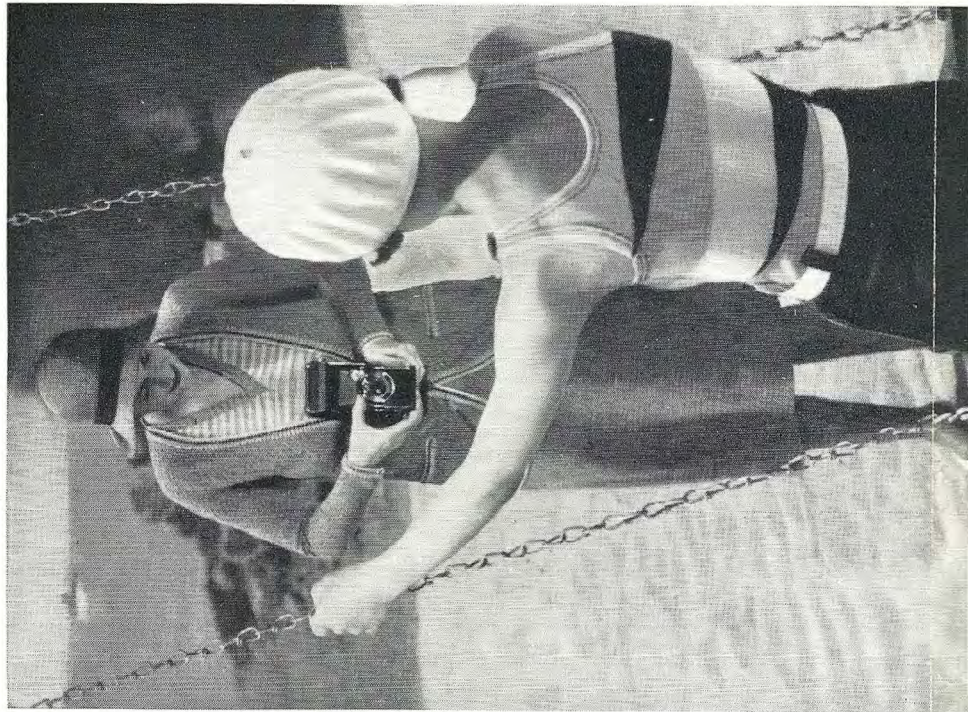
141 PRIZES IN EACH CLASS

For the best picture in each class \$500
 For the next picture in each class 250
 For the next picture in each class 100
 For each of next 5 pictures in each class 25
 For each of next 133 pictures in each class 10
 (\$47 prizes, totaling \$16,330)

STATE PRIZES FOR CHILD PICTURES

For the best child pictures made and entered in May and June from each of the 48 states, also the District of Columbia, Hawaii and Alaska:
 First Prize, each state \$100
 Second Prize, each state 50
 Third Prize, each state 20
 (153 state, territorial prizes, totaling \$8,670)

International Awards



YOU still have time to take a child or baby picture that might win a State Prize of \$20, \$50 or \$100. These are special prizes, to be given halfway through Kodak's International \$100,000 Competition.

Whether or not you win a half-way prize, all of your entries still take part in the general contest ending August 31.

Not Only for Child Pictures

While state prizes at the half-way point are for child pictures only, *any* picture made in May, June, July or August may be entered for national and international awards.

There are 1,000 prizes, totaling \$25,000, for U.S.A. 141 prizes in each of six classes that cover every conceivable picture. First-prize winner in each class automatically enters the international judging at Geneva, Switzerland, where awards total \$16,000.

One simple snapshot may win \$14,000.

Only amateurs may enter. The user of a Brownie, Hawk-Eye, or the simplest Kodak has the same chance as owners of costly cameras.

Winners in U.S.A. will be determined by a committee of distinguished judges consisting of Mary Roberts Rinehart, foremost author; Rear Admiral Richard E. Byrd; Rudolf Eickemeyer, eminent photographer; Howard Chandler Christy, celebrated artist; Kenneth Wilson Williams, editor of "Kodakery."

Lav in a supply of film. Make lots of snap-

(153 state, territorial prizes, totaling \$8,670)

International Awards

The best picture in each class from each country will automatically enter the International Competition to be judged for later awards at Geneva, Switzerland.

GRAND AWARD: Silver Trophy and \$10,000
SIX CLASS AWARDS: Best picture in each class, a Gold Medal and \$1,000

Total U. S. Prize Money	\$25,000
International Awards	16,000
Prize Money for rest of world	59,000

NOTE: That one picture may win a \$500 class prize, the \$2,500 grand prize for U. S. A. ... plus a \$1,000 international class award and the \$10,000 international grand award ... a total of \$14,000 for a single snapshot.

Read these simple rules for U.S.A.

1. This contest is strictly for the amateur. Any resident of U. S. A., Hawaii or Alaska is eligible, excepting individuals and families of individuals engaged in the manufacture, sale, commercial finishing or professional use of photographic goods.
2. Contest starts May 1, closes August 31, 1931. (Also see No. 14.)
3. An entrant may submit as many pictures as he pleases; and at as many different times as he pleases; provided that the pictures have been made on or after May 1, 1931, that they are mailed under postmark dated not later than August 31, and that they reach Contest Office not later than September 7, 1931. (See No. 14.)
4. Any Kodak, Brownie, Hawk-Eye or other camera and any brand of film, chemicals and paper may be used in making pictures for this contest. A contestant need not own the camera. The finishing, of course, may be done by his dealer. Pictures may be made from roll film, cut film or film pack negatives. But pictures made from plate negatives are not eligible.
5. Both regular-sized contact prints and enlargements are eligible. No picture is to measure



A single, simple snapshot of your boy or girl, or of any other subject may win you as much as \$14,000 plus world-wide fame.

- more than 8 inches the long way. Prints shall be made from unretouched negatives only. No coloring or artwork of any kind shall have been done on either negative or print. Prints shall be neither mounted nor framed. Do not write even your name on either front or back of your pictures.
6. Enclose an entry blank with each lot of pictures. Mail entries to Prize Contest Office, Eastman Kodak Company, Rochester, N. Y. Use the entry blank on this page, obtain others from dealers, copy the form, or write to the Prize Contest Office for a supply.
 7. No entries can be returned. All mailings are at owner's risk. Do not send negatives with entries but be sure they are in your possession and hold them ready to send on request.
 8. All pictures will be judged solely on general appeal—the interest they arouse. Photographic excellence or technique will not be the deciding factor in determining the prize winners.
 9. The decision of the judges shall be final. In the event of a tie, the advertised award will be paid to each of the tying contestants.
 10. Each prize-winning picture, together with the negative, and the first and sole rights to the

KODAK INTERNATIONAL \$100,000 COMPETITION for Amateur Picture-Takers

THIS FULL page advertisement featuring the “half-way” prizes will appear in the June 13 issue of Collier's. Other full pages on the contest are telling readers of the May 31 American Weekly, and the June American Magazine, American Boy, American Girl, and Boys' Life, more of the exciting news. A back cover and one half page also appear in the June issue of

the Ladies' Home Journal, McCall's has a page and a half, while two full pages carry the story in the June Cosmopolitan, Popular Science and True Story. And of course there will be no let up in the advertising bombardment in July and August. Watch the July Photo Finisher for additions to the list. *Make sure your dealers cash in on the interest this advertising will surely create.*

Wilson Williams, editor of "Kodakery," Lay in a supply of film. Make lots of snapshots. Clip the entry blank. Enter to win.



For pictures of the prize-winning kind, use Kodak Film in the familiar yellow box, or the new Kodak Verichrome Film in the yellow box with checkered stripes.

Important! Do not specify classes into which pictures should go. Each picture will be placed in the class in which it is most likely to win. • So that judges shall not know the names of contestants, entries will be filed numerically and each entry acknowledged by a postal card bearing its number. *Please do not write about entries.* Winners will be notified as soon as possible after the judging.

Entry Blank — Clip it Now!

Mail blank with your entries to Prize Contest Office, Eastman Kodak Co., Rochester, N. Y. Do not place your name on either the front or back of any picture.

Name _____	(Please Print)
Street Address _____	
Town and State _____	
Make of Camera _____	
Make of Film _____	Number of pictures accompanying this blank
Col. 6-13	



Showing how an effective camera window can be tied up with the contest.

Slash in Net Prices of Brownies and Hawk-Eyes Opens New Profit Possibilities

AS ANNOUNCED in the May Photo Finisher, the net prices of the four fastest selling cameras have been radically cut. The new net prices are for the duration of the Kodak International \$100,000 Competition, in effect until September 1, 1931. The four cameras selected for this special pricing

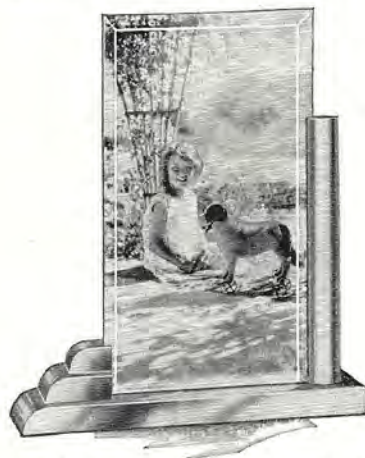
are the Nos. 2 and 2A Brownies, No. 2 Hawk-Eye Model C, and No. 2A Hawk-Eye Model B, in a variety of colors, as well as the assortments that include these cameras.

How the new net prices vary with the quantity ordered was detailed in a special broadside

mailed to all photo finishers.

If you have not taken advantage of this opportunity, now is the time to send in your order. Prepare for the last months of the \$100,000 Competition, the three best months of the picture making year.

If your order followed the first announcement promptly and the beginners' good chances have been stressed constantly at your dealers' counters, it is now time to reorder.



Kodastand, Style B, provides a handsome setting for two favorite snapshots. Style A is similar except it has but one step on the base.

Here's the New Kodastand for Amateur Prints

In the new chromium plated Kodastand the picture maker has a suitable setting for his favorite snapshots, a handsome frame for the pictures that he prizes highly. The new Kodastand will quickly find its way to countless desk and table tops if your dealers display it on their counters.

Each Kodastand is made in two designs and two sizes and each holds two snapshots back to back. Each picture is protected by

beveled plate glass. The pictures and the glass slip into slots in the metal uprights. There is nothing to "undo" when the pictures are to be changed.

Available in Two Styles and Two Sizes

	Picture Size	Overall Size	List Price
Kodastand	2 1/2 x 4 1/4"	4 1/2 x 4 1/2"	\$3.25
Kodastand	3 1/4 x 5 1/2"	5 1/4 x 6"	3.75

Kodak Verichrome Film Acclaimed by Amateurs and Trade Alike

THIS new double-coated snapshot film, manufactured by an exclusive Eastman process, is rolling up a huge vote of approval throughout the country. The comments by picture makers, dealers and photo finishers forecast a big summer season for Verichrome.

Here's What They're Saying:

THE PHOTOART STUDIOS Mineola, Texas

"I have tried Kodak Verichrome Film and find it to be a great improvement over the single coated film."

WEST SUPPLY COMPANY Huntington, Indiana

"Kodak Verichrome Film seems to me to be the greatest thing yet to come in all my years of photo finishing."

THE FILM SHOP Huntington, W. Va.

"Verichrome Film selling like hot-cakes. Everybody wants it even at the higher price."

C. G. McCARTHY Saranac Lake, New York

"I have used your new Verichrome Film, and found it to be worth many times the additional cost."

AJEMIAN CAMERA SHOP Morristown, New Jersey

"Since the introduction of Verichrome we have had very few sunny days and yet not a single negative has come out of our laboratory without being printed due to under-exposure."

L. V. BUTLER Sausalito, California

"I have had two films finished and printed and the results are certainly worth the slight extra cost."

HAROLD P. FAUST Greensboro, N. C.

"I am an ordinary amateur photographer, and do not lay any claims to being able to judge the value of pictures, but to my mind the enclosed Verichrome picture offers some of the best detail I have ever seen in a Kodak snapshot."

J. W. JORDAN Dunn, N. C.

"I wish to express my appreciation of your new Verichrome Film with which the enclosed picture was made. It does all that is claimed for it."

BUNTING & SON Bristol, Tenn.

"We have had quite a number of Verichrome negatives in our finishing department, AND THERE HAS NOT BEEN ONE SINGLE FAILURE . . . Truly a remarkable record."

ROBERT E. LINQUIST Keokuk, Iowa

"I am expressing it mildly when I say I like the new film very much, and with good results will take twice as many pictures this year as I did in 1930."

ROBISON CAMERA SHOP St. Petersburg, Florida

"Florida with its intense light and deep shadows welcomes a film that penetrates and reduces light flare as the new Kodak Verichrome Film does."

H. J. SCHWEITZER St. Joseph, Mo.

"I had an opportunity to see some pictures taken on Verichrome Film and was indeed surprised at the beautiful work."

B. A. SPEER St. Louis, Mo.

"I find Verichrome Film all you claim."

Heavy Advertising

Verichrome advertising will broadcast the good news week by week, both by radio and in leading magazines.

The June and July magazine advertisements are listed below: June 6 Saturday Evening Post, June Good Housekeeping, and June 27 Collier's; in July 18 Saturday Evening Post, July 18 Collier's, and July issues of American Magazine, Cosmopolitan, Good Housekeeping, Ladies' Home Journal, McCall's, and True Story.

Make all this excitement count for you. Keep the Verichrome window display busy. The new streamer, illustrated on the next page, should flash the good news to passing picture-makers. The counter card that comes with the display should flank the Contest card at photo counters.



Now is the Time to Convert Take-a-Picture Week Displays into Hawk-Eye Sales Boosters

By simply removing the overlay on the center panels these colorful displays are instantly converted into effective boosters that concentrate on Hawk-Eye cam-

era sales. Use them in connection with the Contest window streamers throughout the Competition. They make an ideal tie-up with Hawk-Eye Doorknob Hangers.

Have You Tried These?

Inspection Service for Cameras

The Columbus Photo Supply of New York City is following out a plan that has already provided some interesting and profitable results.

Realizing that many people owned cameras that needed a little adjustment here or there, it made a direct mail canvass of all homes in the neighborhood served by the store, inviting owners to bring their cameras in for free inspection, and information on the Kodak Competition, as well as hints on better picture-making.

The net of it all was, of course, an immediate increase in film sales and finishing volume as well as the sale of several new box and folding cameras.

Two simple letters mailed about two weeks apart did the trick.

Verichrome with Photoflash

Verichrome's extra speed works hand in hand with the new Photoflash Lamp. Pictures can now be made with a smaller diaphragm opening, greatly increasing the depth of focus and the detail in the subject.



New, too, is this Verichrome window streamer, as well as the product it advertises. On the windows of your dealers' stores it will serve as a constant reminder to passersby that cameras are empty . . . need filling.

Printed in the familiar red and black on a yellow background, this gummed streamer is available in two sizes: The large one measures 27 x 7 inches, and the small one 13½ x 3½ inches.

Either or both are available in quantity free upon request. Ask for No. 705 Large; No. 712 Small.

Laying Emphasis on the Two-Three Print Idea

By now your dealers are undoubtedly fully convinced of the effectiveness of the Kodak Contest in increasing film and finishing sales. But are they really making the most of the opportunity presented?

For example, is your trade driving home to amateurs the idea that at least two sets of prints are needed—one to enter in the Kodak Contest, the other for their album? And three sets are in order if you are running a local contest . . . one for the International Competition, one for the local contest, and one for the customer's album.

It is easily possible to double or even treble your print business when your trade gets thoroughly and enthusiastically behind the idea.

Eliminating "Tear Drops"

"Tear Drops," those little transparent spots sometimes found on roll film and film packs, can often be the cause of genuine tears on the part of the amateur when his valuable exposures are virtually ruined.

To eliminate the cause is easy, as the condition is usually due to improperly draining the films as they are taken from the wash tanks. The trouble occurs when such films are placed in a drying room or rack employing fans blowing excessively heated air over the negatives.

The remedy is to forcefully shake the surplus water from the films and clips as they are taken from the tanks and then to allow them to thoroughly drain before they are placed in the drying compartment. This is insured by allowing the films to drain for at least 5 minutes.

Reports from finishers in different parts of the country state that this entirely does away with all "tear drop" trouble.

The New Home of the Bear



Albert A. Hansen, president of the Bear Film Service, San Francisco, California, is proud, and justly so, of his new plant located at 330 Grove Street. It contains 40,000 square feet of floor space and it is believed to be the largest photo finishing plant in America. Any challengers?



Paste and Scissors



WE REGRET that, due to the pressure for space, it was necessary to omit this department from the last few issues. It was gratifying though, to get your letters asking when it would be resumed . . . and this page is your answer.

From now on we plan to include it in each month's issue, thereby rounding out the policy of this magazine—"to be of the greatest possible help to those engaged in photo finishing through technical articles, advertising and sales helps and general usefulness."

Your comments are cordially invited.

Address your letters and suggestions, Editor, The Photo Finisher, Eastman Kodak Company, Rochester, N. Y.

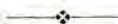
Meanwhile, for those of you issuing your own house organs or trade bulletins we offer below original bits and chatter which you are free to use without credit or obligation in your own publications. This material has never been used before, anywhere. It has been written from your viewpoint so why not put it to work in your retail trade, along with your own personal comments, in making closer friends and building bigger profits?



It is a mistake to judge buying ability merely by appearance. Many a baggy pair of trousers hides a well stuffed purse, and many a flat crease conceals a flat wallet.



Our aim is to provide more than just a photo finishing service for your customers. When someone asks a question about amateur photography that you can't answer . . . put the problem up to us. We want to help.



Attractive store windows not only let in light, but bring in customers.



There is usually more inspiration to be gained from an actual sale totaling 30 cents than from a mental deal totaling \$1000 . . . and anyway, it's a lot more profitable.

The interest of most customers increases in the same degree as your own.



An investment in "good will" is sure to pay handsome dividends.



Giving each customer good service is often the reason for having good customers to serve.



Mark Twain once made a comment that though everybody talked about the weather, nobody did anything about it. That remark, though, was made before the advent of Kodak Verichrome Film. Eastman scientists have done something about the weather: They've made the amateur practically independent of it.



All stock and no display makes turnover a dull proposition.

Merchandise is seldom vocal about itself—except phonographs and radios—but its advertising should speak convincingly, compellingly, and its display in your window should fairly shout, "Here it is." Speaking of that, we now have a new film and finishing display ready to place in your window and start talking for you.



Out of the red and into the black
Is often a matter of selling knack.



For larger profits, suggest enlargements.



Kodak Verichrome Film sees fast for the amateur, and that's the very reason merchants are fast to see the profitable advantages of offering only Kodak Verichrome Film.

Free Electros and Mats for Your Use

Use These Two
Effective Ads to
Boost Your Cam-
era and Film
Sales



KODAK VERICHROME FILM

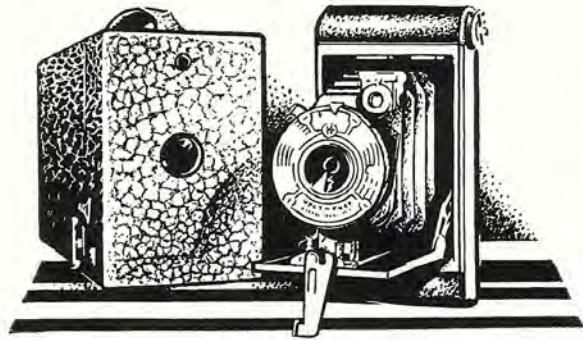
SOME snapshot that you take and enter in the big Kodak Contest between now and August 31, this year, may win you a substantial cash prize!

It will pay you to load your camera with Kodak Verichrome Film. Double-coated . . . faster . . . more sensitive to color . . . this new-type film will greatly improve the quality of your pictures. Try some. It's here in both packs and rolls.

Roe Finishing Company
1027 Tripod Avenue

Free on request. Specify mat or electro.

Ad complete, illustration and text: double column, No. 95A; single column, No. 95B. Illustration only: double column, No. 292A; single column, No. 292B.



Special Values Now in Hawk-Eye Cameras . . .

YOU don't need elaborate equipment to take pictures for the Kodak International \$100,000 Competition. The user of a Brownie, Hawk-Eye, or the simplest Kodak has the same chance to win as owners of costly cameras.

Right now we're featuring Hawk-Eyes at special prices, for the benefit of persons without cameras who wish to compete for the big cash awards. Select one of these attractive Eastman cameras now. Enter the big contest without delay. Remember, *your simplest snapshot may win \$14,000!* Entry blanks, rules folders, photo finishing of prize-winning quality here.

Roe Finishing Company
1027 Tripod Avenue

Free on request. Specify mat or electro.

Ad complete, illustration and text: double column, No. 737A; single column, No. 737B. Illustration only: double column, No. 109C; single column, No. 109D.

90%
of your dark room

TROUBLES DISAPPEAR

when you use

EASTMAN

TESTED



CHEMICALS

HAWK-EYES AND BROWNIES

*at new, low, net prices
for duration of contest*

Special Hawk-Eye Combination Package, striking contest business booster, included in spectacular price slash



FAVORITE Brownies (Nos. 2 and 2A) . . . quickest-selling Hawk-Eyes (No. 2A Model B and No. 2 Model C) . . . are now available to you at sharply reduced net prices. List prices remain the same. The extra camera profits are *yours*.

The new, low figures are your final reason for pushing these Eastman cameras to the limit, and piling up film and finishing business throughout the fruitful contest period. The *Special Hawk-Eye Combination*

Package, planned particularly for your use during the contest, and containing a No. 2A Hawk-Eye with three rolls of Kodak Film, is included in the price slash. It is a handy package . . . it moves fast . . . and *it sells three rolls of film for you at one time*.

Order Brownies and Hawk-Eyes at once, in proportion to the big opportunity they offer you . . . and don't forget this special Hawk-Eye profit builder.

EASTMAN KODAK COMPANY

Rochester, New York