

THE PHOTO FINISHER



Made from a
Kodak Verichrome
Film Negative

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Photographic Greeting Cards

Demonstration Prints Showing the
Remarkable Latitude of Kodak Verichrome Film

OCTOBER 1931



From a Verichrome Negative. See note on opposite page.

Made by an exclusive Eastman process.

No other film is "the same as"

EASTMAN KODAK COMPANY

Verichrome
Rochester, New York

THE PHOTO FINISHER

Published monthly by the EASTMAN KODAK COMPANY, Rochester, New York
with the aim of being helpful, informative, and instructive to those engaged in the business of photo finishing.

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No. 10

Photographic Greeting Cards Good Profits for Enterprising Finishers

IN RECENT years greeting cards for Christmas, New Year's, and Easter have become more and more popular. Stock cards imprinted with cold type lack the intimate personal touch that many people wish. Photographic greeting cards, on the other hand, not only meet this objection but also satisfy the ever increasing demand for something new, novel, and beautiful.

Photo finishers everywhere have the opportunity to build this genuinely profitable extra winter business. Dealers will cooperate and welcome the big unit sales. However, photographic greeting card orders do not come without effort on your part.

The first step in establishing this new line in your business is to determine what different styles you can handle efficiently in your plant. Good looking samples of each style should be made up and put on neat display cards or in attractive albums for your dealers.

Costs must be carefully figured. Dealers' selling prices should cover all special work and extras and should be quoted on quantities of 25, 50, 75, 100, 150, 200, 300, 400, and 500.

Most finishers will want to furnish envelopes to fit the different style cards. If this is done be sure these envelopes are of good quality and that

you have a definite source of supply. Your printer or paper merchant should be able to help with this important detail.

Inasmuch as there are many different styles and variations of photographic greeting cards only a few of the most popular will be described. Finishers will be able to use their own ingenuity in making up unusual and attractive designs from the following suggestions.

Mounted Pictures

Cards or folders on which prints may be mounted may be purchased as stock items from supply houses or stationers or made up on special order by your printer. If any special printing or engraving is to appear on the card, such as the customer's name, this work should be done before mounting the prints. If any engraving or "raised" printing appears on the card or folder, the prints should be mounted with photo paste. The heat and pressure of dry mounting will injure engraving or raised printing.

It would be well to talk with your printer about this type of card and folder. Ask him to make up sufficient samples for all your dealers so that you may mount the prints for their display. Also have him give you estimates on his stock

The Illustration on Opposite Page: This ordinarily difficult picture is an excellent example of the tremendous latitude and long tonal scale of Kodak Verichrome Film. Illumination ranged from bright sunlight on the polished surfaces of automobiles in the street to the deep shade of the unlighted arch. Yet everything is there, without halation and without loss.

and printing costs. You should add something to these prices in addition to your photographic costs and profit to pay for time and work you spend in dealing with the printer.

Photographic Cards

Greeting cards which you print and develop on sensitized paper and which include the sentiments and names as well as the picture may be made in several ways.

A good method is to have a sentiment hand lettered on a white card with appropriate ornaments, the whole being arranged so that there will be a suitable space for the customer's print.

A negative is then made of this card on Eastman Process Film which gives great contrast and density. The negative will be opaque except for the lettering and ornaments.

As this negative is to act as a mask for the picture which is to appear on the completed card, the correct space for the cut-out should be marked in pencil on the master card to serve as a guide for cutting.

After the cut-out is made in the process negative, place the customer's negative in position and secure it with a narrow strip of adhesive tape.

Prints made in one exposure from a combination negative such as this give solid blacks and whites for decoration and a perfect reproduction of the picture.

Many finishers will want to have stock negatives made on Process Film with but two or three selections of lettering and decoration and one size mask cut in them. Customers will sign each greeting by hand. In some instances only part of the customer's negative can be used because of the single size cut-out which should be slightly



This card was made on buff colored double weight paper. The lettering and border were printed from a line cut in red ink.

smaller than a $2\frac{1}{4} \times 3\frac{1}{4}$ negative. This is an efficient style for the photo finisher to handle through dealers and to produce in his plant.

A variation in the method of using an Eastman Process Film for a master negative and mask is to double print. First print the holiday sentiment with the remainder of the card masked off. Then print the customer's negative with the sentiment masked. The result, of course, is the card complete. Small quantities may be handled this way satisfactorily if precautions are taken to insure light tight masks cut to register exactly in position.

Attractive border masks may be purchased from your stock house.

Photographic Folders

Photographic greeting folders fall into two general classes: the single fold and the double fold. They are made by using negatives or combinations of negatives in the same way that the cards are made. Because they use larger areas of sensitized paper, it is wise for the finisher to determine the capacity of his printer or enlarger and base prices on the actual amount of time and materials involved in making up the samples.

The single fold greeting is made by folding a single sheet of sensitized paper. The picture may



The attractive card at the left is completely photographic. Printed on double weight linen finish paper. The sentiment, drawing, and signature made from a process negative. This was the 1930 Christmas card of Alfred Niemeyer, President of the Medo Photo Supply Corp., New York City.



This folder was printed on a heavy matte surfaced paper. The decoration on the flap was hand colored and the sentiment inside printed in green ink from type.

cover part or all of the sensitized surface. The lettering, either all or a part, may be photographically reproduced. All, or part, of the lettering may be printed in type on the plain surface or customers may write in their sentiments with colored ink.

However, the single fold greeting, while comparatively inexpensive, is not the most attractive type owing to the blank surface which occurs either on the front and back pages or in the center. These, however, can be brightened by written text or signatures.

The double folder is perhaps the most attractive (and profitable) of the photographic greetings. It is made by folding a sheet of sensitized paper twice so that all exposed surfaces are

This double fold, semi-matte surfaced greeting had the picture printed on the front, the sentiment inside. It was signed in ink by hand. This folder was used by D. D. Spellman, President of The Photographers' International Association of America.

photographic. Variations of the double fold include the so-called "French fold"—the first fold being made an inch or so long or short, instead of exactly in half. This allows a "skirt" of unsensitized paper to show below the printed surfaces of the front and back covers or below the two center pages.

The accordion fold makes an interesting greeting. It is really several single folds printed in one piece and is useful where individual negatives of the members of a family, their home, and pets are available. If many folds are to be made it is possible to print the strips in long folds that include perhaps four of the accordion folds, but this is slow, careful work and prices must be carefully made.

General Suggestions

Selection of proper papers for photographic greetings is of greatest importance. We suggest the following papers as suitable for the purpose indicated:

Cards: Double weights of—
Azo Linen, R and S
Vitava Athena, D and E Rough

Folders: Ad Type
Translite
Translite Enlarging

In making up samples and prices, confine your selection of papers to stock items and sizes. Preferably pick out papers you have worked with before.

Folders should be embossed with an embossing tool before folding, to insure smooth edges and to prevent emulsion cracks. If several hundred are to be folded, it would be well worth while to take the straightened prints to your printer and

(Concluded on page 8)



A DEMONSTRATION of the LATITUDE

These specimen negatives were made



1/50 second at f.32



1/25 second at f.32



1/10 second at f.32



And Verichrome's speed is of particular

THESE reproductions of Verichrome negatives and the prints made from them give startling proof of the latitude of Kodak Verichrome Film.

The negatives made in this wide range of exposures are all obviously different yet their prints made on suitable papers are all good and salable. Even the dense negative resulting from extreme over-exposure yields a print of superb quality. Now, when picture makers incorrectly expose a negative, they do not lose the picture, and you and your dealer do not lose the profits on the print.

Show your dealers these pictures—they are proof of the increased volume of salable prints—to be added to the 20% extra retail profit on each roll.

The weaker light, shortening days, and uncertain weather of autumn give Kodak Verichrome Film the opportunity to demonstrate the value of its speed. Magazine

NINTH ANNUAL CONVENTION of the
NOVEMBER 10

The Royal York Hotel

IDE of KODAK VERICHROME FILM

le under identical light conditions



at f.32



2 seconds at f.32



8 seconds at f.32



or value in the weaker light of autumn

advertising stresses the fact that "It Sees Fast." Even in box cameras, Verichrome will get the picture early and late, in sun or shade, or even in rain.

Verichrome, made by an exclusive Eastman process, has two layers of sensitive silver (one fast, the other slow), making a combination of amazing speed and extraordinary latitude—insurance against what would ordinarily be over- or under-exposure. And the colored backing of Verichrome prevents "halation"—those fuzzy spreading rays of light around bright objects in the picture.

Speed, latitude, non-halation, color sensitivity, highlight and shadow detail—these qualities, though they may not know them by name, make customers enthusiastic about Verichrome and your finishing. It's to your advantage, and to your profit, to push this film.

ASTER PHOTO FINISHERS of AMERICA

11 » 12 » 13 1931

Toronto, Ontario

Greeting Cards (Continued from page 5)

have him emboss them on a job press. This would insure perfect register scoring. Your printer can also help out in trimming uneven edges after folding. His paper cutter trims perfectly square and to any exact dimension.

Prints with colored decorations command higher prices and are very attractive. The outlines are printed on by the master negative, then the holly, wreaths, and ribbon may be colored by hand with either Velox Water Colors or the new Kodak Transparent Oil Colors described on the opposite page. And for the Christmas card de luxe, nothing could be finer than a photographic greeting with the print, itself, properly hand colored.

Make a start this year on photographic greeting cards. It is the kind of business that, once started, builds up an increasing volume as each season rolls around. Not only does it mean repeat

customers, but also new ones every year. Consider the possibilities—every one of your summer retail customers is a prospect.

Earn the interest and cooperation of your dealers by making up their cards, using the extras for samples.

Now is the time to begin. You cannot start too early or be too well prepared. Complete sample sets should be in the hands of every dealer the early part of November.

The November issue of *Kodakery* will have a special story on photographic greeting cards and it carries this significant statement: "... There are many photofinishers who make a specialty of printing photographic cards. They simply take your negative and furnish the kind of card wanted and the number desired." Are you going to be ready?

Write the Eastman Kodak Company at Rochester, New York, for assistance in any technical difficulties you may encounter.

Change in 122-10 Film

The two inch extra space in the 122-10 Kodak Film roll has been changed so that it now falls between the 5th and 6th exposures instead of between the 6th and 7th as formerly.

Finishers should be careful to see whether they have an old or new 122-10 roll before cutting. Distinguish the difference by the cutting line on the red protective paper.

P.M.C. No. 8 Medium

P.M.C. No. 8 is now available with a medium contrast coating to round out the complete line of this popular product.

IMPORTANT: As previously announced, the old P.M.C. "Regular" contrast will be designated as "Normal."

Refer to the September Photo Finisher, page 8, for details of this change.

\$100,000 Contest Prize Winner Window Display

Details: Center piece 25 x 37 inches, side cards 14 x 19 inches. In 3 colors: Silver, black, and yellow. Actual Enlargements.



Who won? Answer the question of the picture-making thousands who pass your dealers' windows, with this splendid three piece display.

Stir new snapshot activity with the six actual photographic enlargements of the United States first prize winners. (Pictures illustrated at left are merely samples—not winners.)

This display will be big news to the host of snapshot fans in your town. It sells for \$1.00 net per set of three cards—less than half the cost. Your imprint on both side cards 25c additional. Order promptly from Rochester, No. 733.

On to the Toronto Convention



Convention Headquarters, The Royal York, one of the world's largest and finest hotels.

A royal Canadian welcome awaits the Master Photo Finishers' Association. The ninth annual

International Convention, in Toronto, begins on November 11 and lasts four helpful days.

Selection of Toronto as the convention city for 1931 is a particularly happy choice. The beautiful city, the magnificent hotel overlooking Lake Ontario, and the wonderful hospitality of Canada should help break all attendance records. Furthermore, finishers are especially eager this year to get up-to-the-minute suggestions for their plant and business promotion and they'll find them in Toronto.

Manufacturers will have their usual complete exhibits of new machines and materials. The program of meetings and entertainment will be replete with informative good-fellowship. The ladies, too, will have their own program of sight-seeing and shopping.

Plan to come—make it a vacation—a second honeymoon. Toronto is only an overnight ride from cities in the east. Three hours from Buffalo by train or roads—less from Niagara Falls. And, it goes without saying, you'll be more than welcome at the Eastman Kodak Company exhibit.

Kodak Transparent Oil Colors

PHOTO finishers are offered a quick and simple means of coloring snapshots and enlargements with Kodak Transparent Oil Colors—latest product of the Eastman laboratories.

The fifteen colors have been produced from extremely fine ground pigments of the highest quality, after exhaustive tests and experiments to eliminate chemicals which bleach or otherwise affect the permanency of photographic prints.

These colors require no sizing of the photograph unless a glossy print is used or extra fast drying is required. The colors are applied directly to the print. Matte surfaced papers are best suited for coloring, such as P.M.C. Numbers 6, 7, 8, 9, and the new Number 11. Ferrotyped prints are not suitable for coloring and prints that have been colored with Kodak Transparent Oil Colors cannot be ferrotyped.

Kodak Transparent Oil Colors are neatly packed in an attractively enameled blue wooden box.

Good flesh tints are most important in the coloring of a portrait. After extensive experiments a Kodak Flesh Tint has been obtained which can be applied directly to face, neck, arms, and hands without adding any other color.

All colors in the set come in concentrated form.

(Continued on Next Page)



For weaker tones they may be diluted with the Transparent Medium. The set also includes: Sizing Fluid for glossy prints; Cleaning Liquid for cleaning the borders of completed prints; pointed sticks and Stump Cotton; a booklet of instructions and a comprehensive guide to colors. This color guide will enable the user to mix colors for any type of picture from a photograph of architectural detail to landscapes and portraits.

P.M.C. Number 11

In response to requests from many photo finishers a new P.M.C. paper, Number 11, is now being stocked. P.M.C. No. 11 is a double weight stock with fine grain, natural tint, and lustre

Photo finishers who have never attempted the coloring of prints will be surprised at the ease with which they can produce excellent and profitable results with Kodak Transparent Oil Colors. If you have used color you will be quick to appreciate their marked advantages and quality.

Kodak Transparent Oil Colors will be stocked by dealers. The list price of the complete outfit neatly packed is \$3.75; individual tubes, 25c.

New Photo Finishing Envelopes

TWO types of the single pocket Photo Finishing Envelopes, each in two sizes, are now available for the use of photo finishers and dealers. These envelopes are similar in every respect to the four envelopes available during the Contest except for changes in the printed illustration and copy. The strong paper used in making the envelopes is the familiar yellow stock, the printing is in black with the illustration of the film roll and carton enlivened by red. The front carries usual customer's order details and a Kodak Verichrome Film reminder advertisement. The back of the envelopes has the dependable exposure table and an enlargement selling story. Imprints appear on the front, below the boxed Verichrome advertisement. The details and prices of the envelopes per thousand are given below:

Regular Open-End Type

No. 35	5½ x 7½	\$2.00
No. 36	4½ x 6½	\$1.75

Lock-End Type with Coupon

No. 740	5½ x 8½	\$3.00
No. 741	4½ x 7½	2.50

The dimensions given indicate the clear, usable space within the envelope.

Envelopes are supplied in minimum lots of 1,000 and a specified four line imprint will be placed on them without additional charge.

However, 25c will be charged for each im-

surface. It is excellent for coloring and "takes" water colors and the new Kodak Transparent Oil Colors quickly, easily, and evenly. Supplied in Normal, Medium, and Contrast coatings.

print involving more than 1000 envelopes.

On the lock-end type, a two line imprint in small type also appears on the detachable customer's coupon, and serial numbers appear on both envelope and coupon. These are included in the prices quoted.

Orders should be sent direct to Eastman Kodak Company, Rochester, New York. Envelopes will be shipped f.o.b. Rochester only.

When ordering, be sure to print plainly the imprints wanted or send samples of imprints used before. When ordering the lock-type, please give the coupon serial number on which we are to start numbering.



Free Electros and Mats for Your Newspaper Advertising

Newspaper Ads and Verichrome Film Build Fall
Business and Bring New Customers into Your Stores

Capture the Beauty of AUTUMN



with Kodak

VERICHROME FILM

YOU GET crisp, clear pictures with Kodak Verichrome Film on autumn days . . . earlier in the morning . . . later in the afternoon . . . even in the rain. Make the most of this lovely picture-making season with Verichrome. Stock up here.

RICHARD ROE & COMPANY
1027 Tripod Avenue

ABOVE

Ad complete, illustration and text: double column, No. 742A; single column, No. 742B.
Illustration only: double column, No. 400A; single column, No. 400B.

AT RIGHT

Ad complete, illustration and text: double column, No. 746A; single column, No. 746B.
Illustration only: double column, No. 390A; single column, No. 390B.

Free on request. Please specify mats or electros when ordering.

Your Autumn Snapshots Should Be Carefully Finished



WEEK-END outings . . . football games . . . colorful landscapes in gorgeous patterns of light and shade—such subjects demand the best of photo finishing.

In our studios, experienced workpeople will bring out everything you've put into the film . . . give you prints that

are clear, crisp . . . the kind you'll be proud to show your friends.

See that your exposed films come to us. You'll like our prompt service and reasonable prices.

Kodak Verichrome Film here in all sizes. Its speed particularly fits it for autumn snapshots.

Richard Roe & Company
1027 Tripod Avenue

Build Your Christmas Plans Around This Famous Gift

Push the Brownie . . . plus Kodak Verichrome
Film . . . and boost your winter volume



IN DECEMBER, retail sale of Kodaks and Brownies is half again as great as in the best summer month. Good-looking, and "Christmasy"—especially in their bright colored garb—Brownies always sell fast as holiday gifts.

Long Discounts This Year

The popular prices of the Nos. 2 and 2A Brownies will have a particular appeal this year. And the long discounts at which you can now buy these cameras offer you splendid profits.

Verichrome Multiplies Brownie Effectiveness

Loaded with Kodak Verichrome Film, Brownie cameras will make better pictures this winter than ever before. The Brownies you sell for Christmas will be kept busy during January and February, for Verichrome speed removes the last obstacle to easy winter picture-making.

If You Want Winter Business
Sell Brownies for Christmas

EASTMAN KODAK COMPANY • ROCHESTER, N. Y.