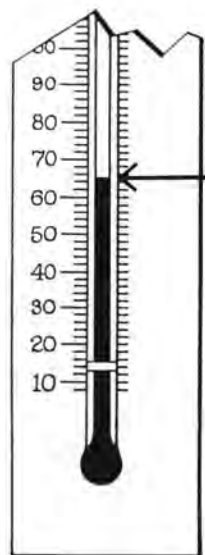


THE PHOTO FINISHER

Published by EASTMAN KODAK COMPANY, Rochester, N. Y., with the aim of being helpful, informative, and instructive to those engaged in photo finishing.



Keep Your Temperatures On the Mark ... for Trouble-free Summer Work

IN HOT weather, the majority of photo finishers keep close watch on the temperatures of their solutions and of their drying room. Many of them, however, don't keep the accurate check necessary, and sooner or later they suffer the penalties of their carelessness.

The importance of temperature control in respect to obtaining the best results with sensitized material, such as films, plates, and paper, cannot be stressed too strongly. *It is essential that a thermometer be used to determine the correct temperature.* For films and plates the ideal working temperature for the developer, rinse and fixing baths is 65° F.; for paper the developer should be 70° F.

Developer Temperatures

A great many photo finishers think that temperature only affects the speed of developing and that the effects of any temperature variation may be overcome by simply developing for a shorter or longer length of time. This is not so. Hydroquinone is extremely sensitive to temperature variations. When the temperature is low, Hydroquinone is much less active and weaker negatives result even though development may be prolonged. On the other hand, if the temperature is high, the Hydroquinone is much more active than the Elon, which is affected very little, with the result that the negatives are apt to be contrasty.

Other disadvantages of working at temperatures above 65° F. are that the developer tends to give excessive fog, oxidizes more rapidly and, therefore, tends to become exhausted and discolored; also the gelatin film tends to swell excessively, thus rendering it more susceptible to scratches, abrasions and blisters. This is particularly true of double coated films such as

Verichrome, and Super Sensitive Panchromatic. Another disadvantage is that this swollen film contains an excessive quantity of water and hence requires a much longer time for drying.

Drying Temperatures

Care must be taken not to allow the temperature of the drying room for films to go above 95° F. and you should make certain that there is rapid circulation of air.

It is a good plan to use as low a temperature as is consistent with the maximum time that can be allowed for drying the films. Be sure to drain the films thoroughly and shake excess water from the film clips before placing in the drying cabinet; otherwise, tear drop markings may result.

You may set it down as an absolute rule to follow that provision must be made for maintaining the solutions at the proper temperature if dependable, trouble-free results are to be obtained.

Mottle, stains, frill, blister, and fog, all will become things of the past if you will insist on the following working procedure.

1. Agitate the films thoroughly.
2. Separate prints in the different solutions.
3. Use reasonably fresh solutions.
4. Rinse thoroughly after development.
5. Use standard formulas.
6. Use chemicals specially made for photographic purposes.
7. Keep all equipment clean.
8. Use proper safelights.
9. Keep the solutions as near 65° F. as possible with the exception of developer for paper which should be 70° F.

Should you have any special problems in temperature control, write the Sensitized Goods Sales Division, Eastman Kodak Company, Rochester, N. Y.

ANNOUNCING . . .

A New Eastman Paint . . . KODACOAT . . . Especially Produced for Use in Photographic Darkrooms and Laboratories

KODACOAT Paint was compounded to possess qualities making it useful for a number of waterproofing and chemical-proofing purposes in the darkroom and in other photographic quarters. It is non-inflammable, non-fogging, non-reflecting, acid- and alkali-proof and waterproof; it resists all chemical solutions, including oxidizing and reducing agents; it contains no phenolic compounds, it will stick firmly to any dry material, it doesn't become brittle or flaky, it needs no thinning, it is quick-drying, and it is odorless.

The photographic uses of Kodacoat Paint are many. With it, tanks made of wood, stone, cement, sheet iron, copper, or tin can be made waterproof and chemical-proof. It can be used for repair purposes. Table tops can be made resistant to acid or alkali. Walls can be finished to resist all photographic solutions. Sinks and gutters can be lined.

Hypo recovery barrels or boxes can be preserved. Darkroom floors can be made chemical-proof and can be sealed. Cement floors can be waterproofed. Funnels can be made chemical-proof. Reflections can be killed. Leather, cloth, or fabrics can be made waterproof and chemical-proof.

In addition to these photographic uses of Kodacoat Paint, this material is suitable for sealing and refinishing studio or laboratory roofs, and as a base for tile or patent floors.

Side walls of darkrooms from the baseboard up to at least six feet are likely to be spattered with solutions and should be properly protected. Although Kodacoat Paint comes in either a flat black or a glossy black,

a flat black paint is the most suitable protection for darkroom walls. Kodacoat Paint, the only paint ever compounded specifically for darkroom purposes, is intended to provide complete protection.

Kodak Panchromatic Green Paint Also Available

Above the six-foot line, protection against the ravages of photographic chemicals or water is unnecessary, but a safe color is still essential. Another new paint supplied by the Eastman Kodak Company, "Panchromatic Green," has been compounded for this purpose.

Panchromatic Green is a light green which reflects all the light possible when a darkroom is lighted with a Panchromatic Safelight or a Series 3 Safelight. If, on the other hand, the room is lighted with a yellow or a red safelight, the reflective power of the paint is still at a maximum for such a color. When a darkroom is painted with Panchromatic Green, the walls look light under the illumination of a Series 3 Safelight, and gray when the room is flooded with yellow light, but dark when red light is used.

<i>Kodacoat Paint</i>	<i>List</i>
1/2 Pint Can (flat or glossy black)	\$.45
1 Pint Can (flat or glossy black)75
1 Quart Can (flat or glossy black)	1.25
1 Gallon Can (flat or glossy black)	3.50

<i>Kodak Panchromatic Green Paint</i>	
1 Gallon Can	\$4.00

Be Sure They Take Cameras to the Fair

ACENTURY of Progress exposition at Chicago presents opportunities for picture makers that are exceptional. Be sure that your stores encourage



Night View of Hall of Science where Eastman Exhibit is located.

those of their customers who will make the trip to take along their cameras and plenty of films. Be sure, too, that they pass along the glad information that cameras are admitted free.

The countless thousands who will visit the Fair will have their attention turned to photography not only by the picture-making chances that constantly present themselves, but as well by the impressive exhibit of the Eastman Kodak Company located in the Hall of Science. Cameras of the modern day will dominate the display with just enough older photographic equipment to give true perspective on the progress that has been made. Experts on amateur photography will be in attendance to answer questions and to offer advice.

The World's Fair is a real inspiration for picture making, and even if you live at a distance from Chicago it ought to reflect itself in added business.

A New Eastman Film...

Kodak PANATOMIC Film

KODAK Panatomic Film is a panchromatic film of exceedingly fine grain, permitting generous enlargements from diminutive negatives.

Panatomic has all the speed you need—yet the grain is of almost atomic fineness. It has the same speed as N. C. Film in daylight, and is twice as fast by artificial light. This new film is intended primarily for use in miniature cameras, because users of such cameras favor enlarging from their small negatives. Filter factors are the same as for Super Sensitive Panchromatic Film.

Kodak Panatomic Film comes in a yellow carton with a blue-and-black saw tooth border. An "F" appears before the numerical designation.

In the finishing plant it is processed in the same manner and in the same solutions as Kodak Super Sensitive Panchromatic Film.

This new film will be supplied in three sizes: No. F-127 Vest Pocket, 8-exposure; No. F-117 for Rollei-flex cameras, 6-exposure; and a 30-exposure daylight loading roll for Leica cameras.

Prices are as follows:

No.	Size	List Price Per Roll
F127	1 5/8 x 2 1/2	\$.40
F117	2 1/4 x 2 1/4	.35
F Leica Roll		.70

Kodak Super Sensitive Panchromatic Film for Leica cameras is supplied at the following price:

	List Price Per Roll
SS Leica Roll	\$.70

Dealer Advertising Materials Offered by Eastman Bring Quick Upturn in Photo Finishing Volume

ALERT finishers who took advantage of the wealth of advertising and sales promotion materials offered in the March *Photo Finisher* report a noticeable increase in the number of exposed rolls coming in from dealers who cooperated in using the first display.

By this time, those of you who ordered have received your second shipment, which includes the

No. 902 Summer Display, together with window streamers; giant cartons; counter film containers; circulars; enlargement wallets; signs and photo finishing delivery envelopes.

If you have not already done so, get this material to work for you at once. Such effort will repay you handsomely in quick and repeat profits.

The Improved Kodak Film Clips Offer Many Advantages



Note the Deep "Bite" of the Improved Clip

THE construction and design of film clips took a long step forward with the introduction of the Improved Kodak Film Clips. In key with the modernization of all photo finishing equipment they are so constructed that they fit all types of up-to-date hangers.

Perhaps the most distinctive advantage is the use of drainage holes in both upper and lower plates to prevent water from collecting in the clip. This improvement eliminates the danger of streaking dry films when they are removed from the clips, as well as preventing the streaking caused by excess moisture softening and dissolving the glue while in the drying room.

The tension is just right for a strong grip, and the design permits the clips to be easily cleaned.

As these clips are made of stainless steel which is resistant to corrosion, the initial cost is somewhat higher than that of plated clips. In terms of useful life and freedom from corrosion, however, it is an actual economy to use the Improved Kodak Film Clips.

There are two styles, one from which the film strip hangs, the other equipped with a lead weight heavy enough to keep the film strip taut when it is attached to the lower end.

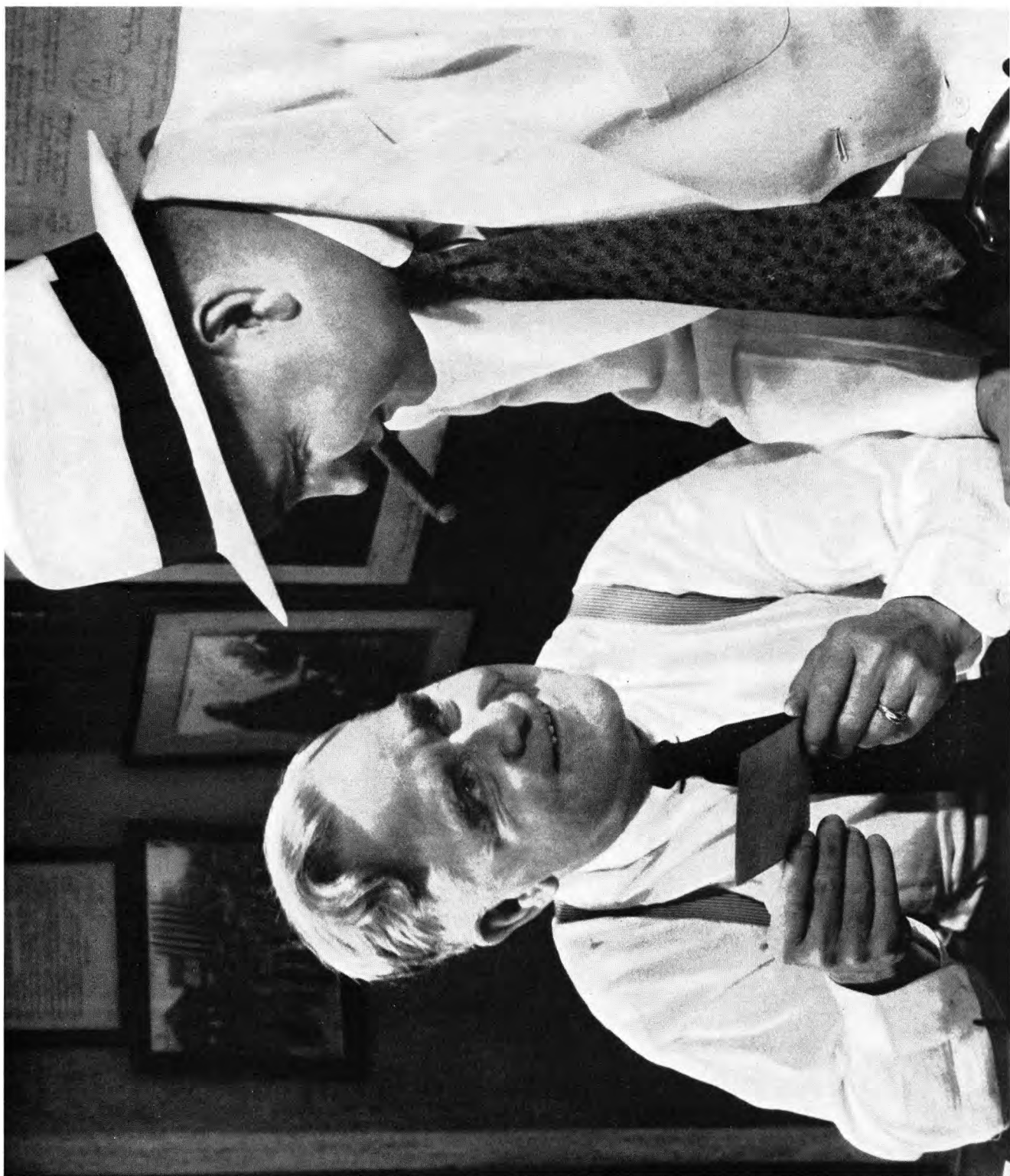


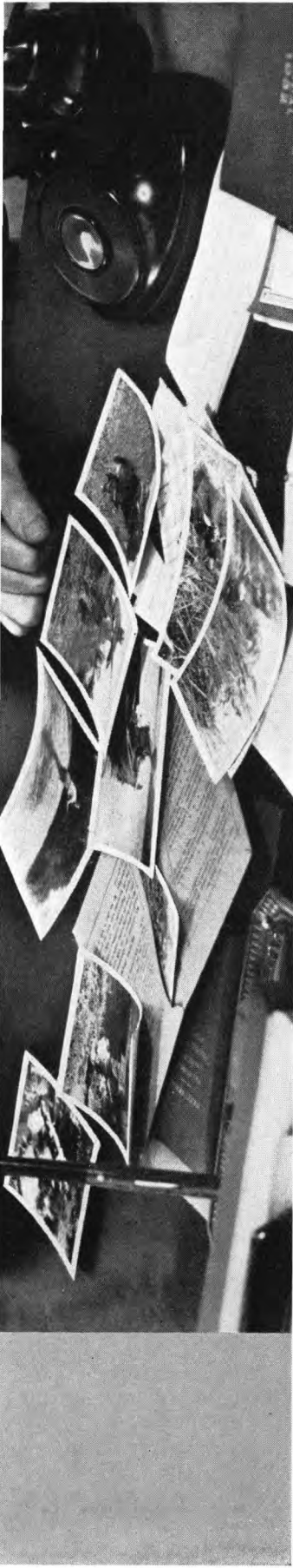
Showing the Drainage Hole and the Sturdy Construction of the Jaws

Improved Kodak Film Clips sell for 35 cents each, list. Equipped with lead weight the clip sells for 45 cents each, list.

No other film is
"the same as"
Verichrome

“Henry—
let’s go
back”





● One glance at a snapshot—and you live it all over again. That's why it's such sport to make pictures, why they mean so much forever after. Now your snapshots can be so lifelike and real. There's a new film—Kodak Verichrome Film—that does away with old difficulties. It doesn't require direct sun. People needn't squint or pose. They can stay in the shade . . . relaxed, friendly. Verichrome film is double-coated, with one coating for dull light, another coating for bright. Regardless of weather, it gets pictures that are rich and clear . . . it *double-guards* the success of snapshots that may become priceless. Verichrome comes in the yellow box with checkered stripes. Ask your dealer for it today. Eastman Kodak Company, Rochester, New York.



KODAK VERICHROME FILM

The memory-stirring, action-provoking advertisement shown above will appear on the back cover of the SATURDAY EVENING POST—July 29 issue. Other similar advertisements of equally strong appeal will appear in COLLIER'S, AMERICAN WEEKLY, AMERICAN MAGAZINE, BETTER HOMES AND GARDENS, COSMOPOLITAN, RED BOOK, McCALL'S, LADIES' HOME JOURNAL, MODERN SCREEN, MODERN ROMANCES, MOTION PICTURE MAGAZINE, MOVIE CLASSIC, SCREENLAND, SILVER SCREEN, PHOTOPLAY,

SHADOLAY, HOME MAGAZINE, MYSTERY MAGAZINE, NEW MOVIE MAGAZINE, ILLUSTRATED LOVE MAGAZINE, and TRUE STORY, during the busy summer season. Altogether 124,695,306 single pages . . . more than six advertisements for every native white family in the United States. Everybody is going to think about making pictures this summer—and you'll see the net of it all going through your plant . . . to your own immediate profit. Eastman doesn't just advertise AT you, Eastman advertises FOR you.

Free Electros and Mats for Your Newspaper Advertising



*You'll like the way
we handle your*
**VACATION
SNAPSHOTS**

WE DO YOUR photo finishing promptly because we know that you're anxious to see the results. We handle your films carefully, too, because we realize how precious some of them are. Let us do your vacation developing, printing, enlarging. You'll be pleased with your prints.

DEALER'S SIGNATURE

**No Other
FILM
is like it!**



WANT TO IMPROVE the quality of your pictures—widen your snapshot opportunities?

Then stop here for a roll or two of Kodak Verichrome Film. Double-coated, it helps to prevent under- and over-exposure, enables you to get the picture in bright light or dull. Just ask for Kodak Verichrome. We have all popular sizes in stock.

DEALER'S SIGNATURE

FREE ON REQUEST

*Please Specify Mats
or Electros*

ABOVE—Offered in size shown only. Complete ad, No. 715AF; illustration only, No. 180BF.

LEFT—Complete ad: double column, No. 826AF; single, No. 826BF. Illustration only: double column, No. 297GF; single, No. 297HF.

RIGHT—Complete ad: double column, No. 845AF; single, No. 845BF. Illustration only: double column, No. 169AF; single, No. 169BF.



*We have
the new,
fast
Kodak*

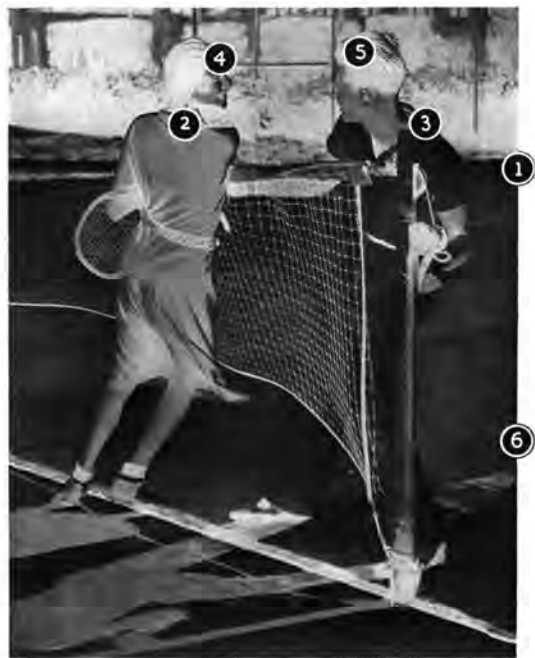
**Super Sensitive
Panchromatic Film**

HERE'S a film that's even faster than the speedy Verichrome... 50% faster by morning and afternoon light; three times as fast by artificial light. It's double-coated and halation-proof. Being sensitive to *all* colors it gives correct tone values in the black and white print. A superior film for pictures by daylight or by artificial light.

Ask for folder containing complete details.

DEALER'S SIGNATURE

How *VERICHROME* Makes the Most of Summer Snapshots



1. Double-coated. Two layers of sensitive silver instead of one. The fast coating prevents underexposure in shadows. The slow coating prevents overexposure—a valuable safeguard in the bright light of summer.

2. Highly color-sensitive. Especially to yellows and greens, which predominate in nature.

3. Halation "fuzz" prevented by colored backing on the film.

4. Finer detail in highlights, portions that represent light parts.

5. Finer detail in shadows, portions that represent dark parts.

6. Translucent, instead of transparent, so that the superiorities listed above can be seen by a glance at the negative.

7. Edge-sealed (except in No. 127 size) to guard against edge-fog.

In Sun or Shade, on Dull Days or Bright,
Kodak *VERICHROME* Film Improves the Work of Any Camera...that's
the reason why it's easy to sell this 20% extra profit film



EASTMAN KODAK COMPANY, *Rochester, N. Y.*

Here's a Question that's vital to your business:



What percentage of your dealers can actually offer customers an adequate, up-to-date selection of cameras?

● ABOVE, At right: Six-16 Target Hawk-Eye. Makes pictures $2\frac{1}{2} \times 4\frac{1}{4}$ inches.

● BELOW: Six-20 Target Hawk-Eye. Makes pictures $2\frac{1}{4} \times 3\frac{1}{4}$ inches.

Smart, proficient, low-priced, Target Hawk-Eyes have proved outstanding builders of film and finishing sales.



THE answer to that question will definitely tell you how effective your present set-up of outlets will be in the long run. New cameras are the feeders for your business—the only possible feeders. The dealer who simply offers film and finishing, without carrying the instruments that *create* film and finishing, is playing a losing game—for himself and for you. You can look for nothing but diminishing returns from him. He's a doubtful outlet, and will continue to be until you sell him on the idea of keeping a stock of cameras that will adequately serve his neighborhood.

Check up on your dealers as soon as possible, with this in mind. In the meantime, make it a point to write for special quantity prices on Eastman cameras.

EASTMAN KODAK COMPANY

Special Sales Division

Rochester, New York