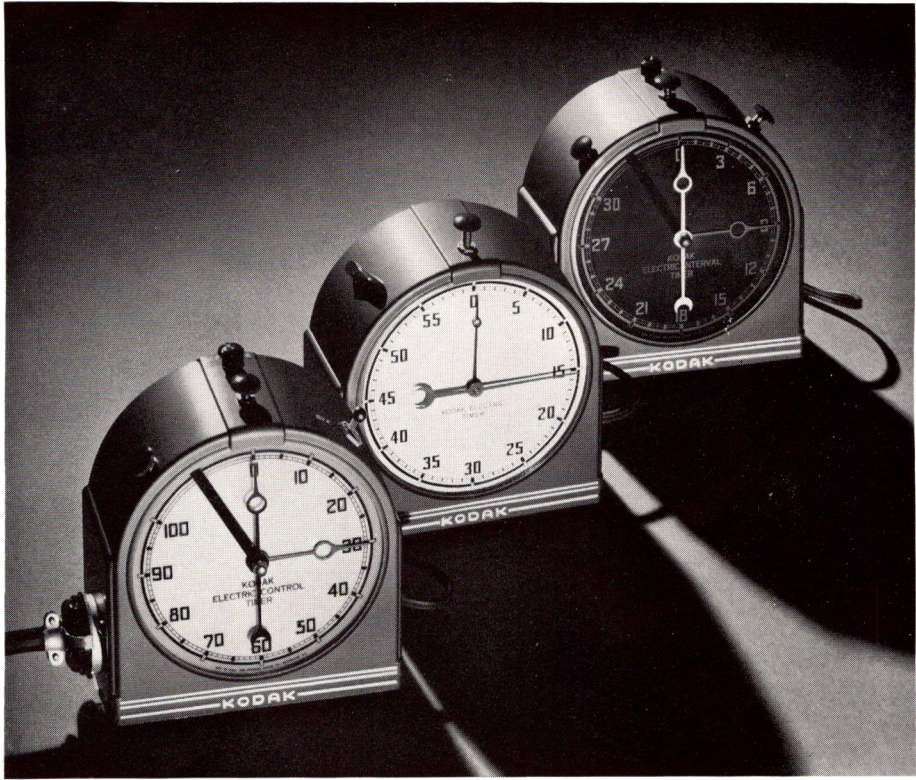




●
JULY
1942
●

PHOTOGRAPHIC DIGEST

PUBLISHED BY
EASTMAN KODAK STORES, INC.
1319 FOURTH AVENUE, SEATTLE, WASH.



All Set for Your Studio

THREE new Kodak Timers offer exceptional accuracy and convenience to studio timing operations. Using 60 cycle, 105-120-volt alternating current, they are as reliable as the finest electric clocks. Once started, the Kodak Electric Timer runs continuously. Press a button and its hands jump back to zero and start ticking off the time, up to 60 minutes. The Kodak Electric Interval Timer operates for intervals from $\frac{1}{2}$ to 30 minutes, sounding a buzzer signal when the interval has elapsed. The Kodak Electric Control Timer operates with printers or enlargers using lamps of 1000 watts or less. When connected with printer or enlarger and set for exposures from 1 to 100 seconds, pressure of a button turns on the light and starts timer. The light is automatically turned off at the end of the time interval.

Kodak Electric Timer	\$10.00
Kodak Electric Interval Timer	12.50
Kodak Electric Control Timer	15.50

Prices subject to change without notice.

EASTMAN KODAK COMPANY, Rochester, N. Y.

Eastman Graduates



EASTMAN ENGRAVED GRADUATE (1)

MADE of the best quality glass with carefully engraved markings. Has pedestal base, easy to grasp. See No. 1 in illustration.

1 dram	1 oz.	2 oz.	4 oz.	8 oz.	16 oz.	32 oz.
\$.65	\$.60	\$.65	\$.80	\$1.20	\$1.60	\$2.50

EASTMAN VISIBLE GRADUATE (2)

A STRONG and accurately molded graduate, with a pedestal base, and opaque graduations easily read under darkroom light. See No. 2 in illustration.

2 oz.	4 oz.	8 oz.	16 oz.	32 oz.
\$.60	\$.70	\$.85	\$1.15	\$1.55

KODAK MOLDED TUMBLER GRADUATE (3)

INEXPENSIVE but reliable. Shaped like a water glass with lip for pouring. Molded graduations and figures. See No. 3 in illustration.

2 oz.	4 oz.	8 oz.	16 oz.	32 oz.
\$.20	\$.25	\$.30	\$.55	\$.90

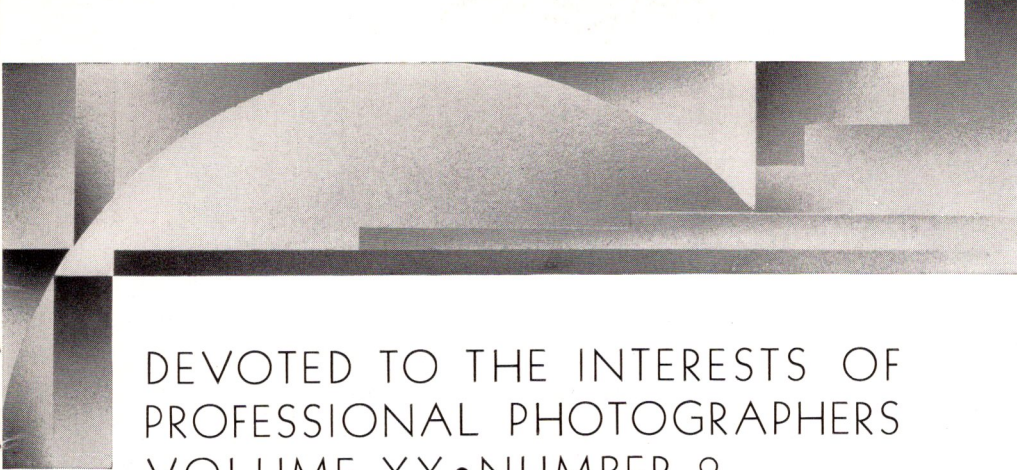
EASTMAN MEASURING JUG (4)

MADE of strong, clear glass, with molded graduations as follows: 4, 8, 12, 16, 20, 24, 28, and 32 ounces; also graduated for $\frac{1}{2}$ pint, 1 pint, and 1 quart. The removable top, when inverted, may be used as a funnel - - - - - \$1.50

E A S T M A N K O D A K S T O R E S



NEGATIVE ON EASTMAN
PORTRAIT PANCHROMATIC FILM



DEVOTED TO THE INTERESTS OF
PROFESSIONAL PHOTOGRAPHERS
VOLUME XX • NUMBER 2
JULY, 1942

OBSERVE THE RULES FOR RESTRICTED DEFENSE AREAS

THE professional photographer has enjoyed so much freedom in the practice of his profession that he may feel a bit irritated at the restrictions which necessarily have been placed on the use of cameras in certain zones in industrial centers.

It should be understood that such restrictions are quite necessary in the interest of National Defense. If the photographer has a job that takes him into restricted areas, he should obtain permission for doing such work and, whenever possible, ask that a uniformed plant guard be assigned to accompany him on location, if for no other reason, to indicate to the public and plant employees that he is acting with authority.

As an example of public alertness to dangers in defense areas, we cite the embarrassing experience of a photographer who is employed by a large plant which is working on govern-

ment contracts for war materials.

The plant manager sent him on an assignment to one of the plants which was being enlarged, and to get his picture he was obliged to set up his camera on a nearby rooftop. A suspicious apartment dweller, who feared a spy with some ulterior motive might be bold enough to be making a picture of the defense plant, notified the police who took the photographer to headquarters despite his credentials. Several hours elapsed before the plant manager could be reached, a satisfactory explanation given, and the photographer released.

No blame should be attached to those who are obviously doing their duty in guarding American defense industries. The photographer, therefore, will be well advised to cheerfully comply with all precautionary restrictions, for his own convenience as well as that of his customer.

KODAK REFLEX COPY PAPER AND ITS USES

KODAK Reflex Copy Paper is a new orthochromatic, single weight, white, semi-matte paper designed for use in making prints by the reflex process. By this process, printed or written matter, or subject material of a similar nature, may be quickly copied and reproduced from the paper negative so obtained.

If you have a letter to copy, the method is as follows: Lay a sheet of the Reflex Copy Paper on your printer, emulsion side up. Place the letter to be copied in contact with the paper, and over the back of the letter lay a sheet of black paper. Close the printer platen and make the exposure.

One would naturally think that since the light goes through the back of the sensitive paper it would be completely exposed, but such is not the case. Where the light passes through and strikes white letter paper, it is reflected back and the sensitive paper is exposed, but where it strikes the printed or written matter it is largely absorbed. When the exposure is made and the print developed you will be surprised to find the typed letters, written matter, drawing or whatever you are reproducing very clearly defined. This print is then used as a negative for making positive copies.

If a letter is written on only one side of the paper, and there is no objection to a black background with white lettering, the letter or other material to be copied may be placed face down on your printer, and the sensitized paper face down on the

back of the letter and the exposure made. The reading matter then will not be reversed as in a negative.

If the letter to be copied is written on both sides of the paper, both sides may be copied by the reflex method, the results being negatives from which you will have to make positives. When making such negatives, maximum contrast is obtained by using a yellow filter between the light and the print. Gelatin filters, K1 or K2, in sizes from 8 x 10 inches to approximately 11 x 17 inches inclusive, for this special purpose, are supplied at \$4 a sheet.

The developer recommended for Kodak Reflex Copy Paper is D-72, diluted one part stock solution to two parts water. Use your regular Stop Bath and Fixing Bath and wash the usual length of time. Kodak Reflex Copy Paper is supplied in the same sizes and at the same prices as Kodak Ad-Type Paper. It is also supplied in 50- and 100-ft. rolls in the following widths: 8½, 9, 9½, 10, 10½, 11, 13¾, and 14 inches. Prices on request.

» » ● « «

The shortage of Kodak Film spools will continue to remain serious for the duration of the war. If You Do Photofinishing—Keep Returning the Empty Film Spools.

WHAT YOUR DARK-ROOM MAN SHOULD KNOW

FILM development is a very important part of negative making, but it is work that is so completely mechanical it need never be done by the man who operates the camera, except in the one-man studio.

If you do your own camera work, delegate an assistant to do your developing. It will relieve you of routine, the time for which can be devoted much more profitably to sales promotion or experimental work to improve your technique.

Photographers have a way of clinging to precedent. There was a time when it was thought necessary to perform all sorts of developing tricks, many of which were great secrets, to produce good negatives. The time and temperature method of tank development was looked upon with horror when introduced. It did not provide for the juggling of individual negatives.

The big switch to tank development, with time and temperature as determining factors, came with the introduction of Eastman professional film. Here was a new product, to be handled in a new way, so tank development was accepted as a part of film processing. Results were better because of tank development, so everyone was happy. But it took the plate-using diehards a long time to admit that tank development was also better for plates.

There are only a few things to be considered in training an apprentice

to develop your negatives. The proper composition of the developer must be stressed. He should know why each chemical is used and what it does. It should be explained that there are four essential ingredients: the developing agent, or reducer, which reduces the exposed silver bromide in the film to metallic silver; the accelerator which is an alkali, used to hasten the action of development; the preservative, which is usually sodium sulfite, and which is used to prevent the too rapid oxidation of the developing agent; and the solvent which is pure water.

There is a specific order in which the several chemicals in a developer should be dissolved. This order should be followed religiously, as only in this way can a proper developing solution be made. It is equally important that each chemical be dissolved completely before the next is added. All of these things are obvious to the experienced photographer, but they may not be obvious to a young assistant.

While tank development is largely mechanical, it must be carefully controlled if the resulting negatives are to produce the best possible prints. The temperature of the developer and the time of development determine the contrast of the negative, and the contrast of the negative largely determines the quality of the print.

The developer most commonly

(Continued on Page Seven)

Keep Returning the Empty Film Spools

WITH spring and summer and more picture-taking, the empty film spool drive assumes a still greater importance. The empty units we receive now will help your film business later on.

Our minimum shipment is still 25 pounds, and many dealers, to help each other, are combining their shipments.

ALLOWANCES MADE ON THE BASIS OF:

Kodak Roll Film Spools.....	1/2c
Kodak Film Pack Cases.....	2 1/2c
Retorts with Spools for No. 135 Kodak Film....	2c
Aluminum Containers for No. 135 Kodak Film Retorts.....	1c

METHOD OF RETURN

Minimum shipping weight must be 25 lbs.

Shipments weighing 25-40 lbs. should be sent parcel post.

Shipments weighing over 40 lbs. should be sent by freight, collect.

(Don't forget the freight company will pick up at your door at no extra expense.)

We pay transportation; you will be credited with parcel-post charges.

The outside of each package should show statement of contents.

All shipments should be made to

EASTMAN KODAK COMPANY
KODAK PARK, BUILDING 64 • ROCHESTER, N. Y.

WHAT YOUR DARKROOM MAN SHOULD KNOW

(Continued from Page Five)

used contains Elon and hydroquinone as its reducers. This combination is especially efficient because the Elon produces low contrast but very fine detail, while the hydroquinone produces high contrast. The Elon is not greatly affected by temperature. The action of the hydroquinone, however, is very weak at low temperatures and very strong at high temperatures. As a result, a cold developer produces very flat negatives, because of the reduced activity of the hydroquinone, and the warm developer produces very contrasty negatives because of its increased activity. At 65°F. the action of these two reducers is balanced for best results. The temperature of the developer, therefore, is not merely a control of the time of development, but also of negative contrast and quality.

Uniform negative contrast is important in portraiture, especially, since the finest portrait papers are made in one standard contrast. If you feel at any time that there is a question as to the quality of your prints, be sure your negative contrast is right. If you have been accustomed to develop for 8 minutes at 65°F., make three identical exposures and develop one 6 minutes, one 8 minutes, and one 10 minutes. Prints from these negatives will tell which time of development gives the most satisfactory result. If the trouble is not in development there may be something wrong with the way your subjects are lighted. It's easier to get at these things that throw your work off quality, when an assistant does your developing, because you are not so close to the work.

In addition to keeping the developer at a uniform temperature, which

is absolutely essential to uniform results, it is also necessary to agitate the films in the tank. If you have a dozen films, in hangers, to develop, place them in the tank one at a time. The hanger should be lowered at an angle so the corner next to the operator goes into the developer first. Air in the channel of the hanger is thus forced out without crossing the surface of the film where it might form bubbles. When the film is completely immersed, tap the edge of the hanger sharply against the side of the tank. This will dislodge any air bubbles that may have formed on the film's surface.

During the first three minutes of development agitate the films two or three times. This is done by moving each hanger up and down. The hanger can be lifted only about an inch for the film should not come out of the solution. The purpose of this agitation is to stir up the developer next to the surface of the film. When several films are close together in a tank there is only a small amount of solution between them. This solution in contact with the film tends to exhaust itself, unless agitation replaces it with fresh solution.

There is another reason for agitation. During development, bromide is dissolved out of the film emulsion and, without agitation, it may run down the surface of the film, retarding development in other areas. This sometimes causes dark streaks in light backgrounds. Agitate the films twice during the remaining time of development.

Once your negatives are being developed for the correct time at the proper temperature, you will find it easier to correct your own mistakes.

BLACK-AND-WHITE PRINTS DIRECT FROM KODACHROME

KODAK Autopositive Paper enables the photographer or photo-finisher to make positive prints direct from Kodachrome transparencies or any other form of positive transparency, by direct development. This new paper eliminates the necessity of making negatives from Kodachrome transparencies in order to get a positive print.

It is also different from Kodak Direct Positive Paper, which is first developed to a negative and then processed through reversal solutions to get the positive print. Kodak Autopositive Paper has the ability inherent in its own emulsion to produce a positive print direct from a positive transparency, in the special developer used. It will not work with ordinary developers.

The speed of Kodak Autopositive is between that of contact and enlarging papers, so that for enlarging, a rather strong light is required for exposures of reasonable length. The greatest demand for Kodak Autopositive prints is from Kodachromes made with miniature cameras and mounted in Kodasides. These prints may be made in the Velox Rapid Printer.

As is the case with other reversal materials, the longer the exposure, the lighter the print will be. Underexposure results in a dark print—overexposure results in a light print. Once you have arrived at the exposure that will give the best print with

any given light, that exposure will duplicate practically any positive from which you wish to make prints. However, if you wish the print to be lighter than the original, you must give more than normal exposure, and if you wish it to be darker, you must give less than normal exposure.

The print should be made with the emulsion side of the paper in contact with the emulsion side of the Kodachrome, or facing it, to make an enlargement. Otherwise the image will be reversed from right to left.

Because Kodak Autopositive Paper is the reverse of ordinary papers, the unexposed margins under a mask will be black instead of white. To produce white borders it is necessary to cover the print area and expose the borders. Such exposures should be approximately 5 seconds at 3 feet from a 100-watt lamp.

Processing instructions are packed with the paper and these should be followed carefully:

1. The exposed paper must be developed for approximately 45 seconds at 68°F. in Kodak SD-14 Developer.
2. Immerse for 5 to 10 seconds in Kodak SB-1 Stop Bath.
3. Clear the highlights by bathing the print for 10 seconds, with agitation, in Kodak R-12 Reducing Bath at 68°F. This bath is essential to insure clear whites.
4. Rinse for 15 seconds in running water at 65-70°F.

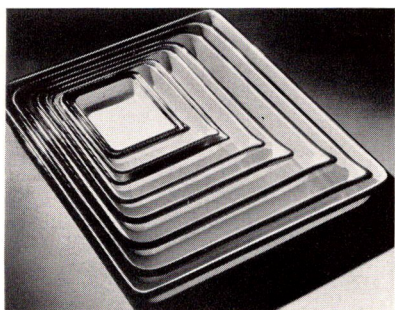
(Continued on Page Eleven)

Advertising Display Suggestion

A PHOTOGRAPH IN UNIFORM
IS A "MUST" FOR EVERY MAN
IN THE SERVICE. MAKE AN AP-
POINTMENT FOR YOUR SOLDIER.

THE HYLAND STUDIO

Majestic Enameled Trays



THESE popular trays are made of first quality enameled steel, acid- and chemical-proof.

Chipped and otherwise damaged trays impair the efficiency of your developing solutions. Replace your worn-out trays at these low prices.

4 x 6 - - - \$.40
5 x 7 - - - .50
8 x 10 - - - .80

11 x 14 - - - \$1.40
14 x 17 - - - 2.25
16 x 20 - - - 3.00

18 x 22 - - - \$6.00
20 x 24 - - - 6.95
23 x 28 - - - 8.45

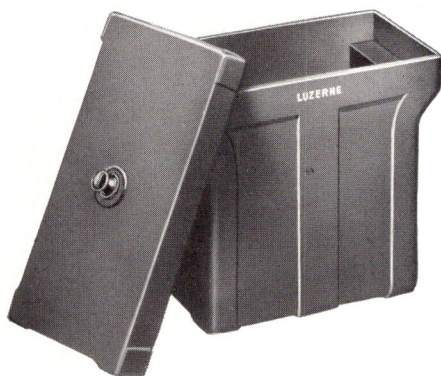
EASTMAN KODAK STORES

Luzerne Developing and Fixing Tanks

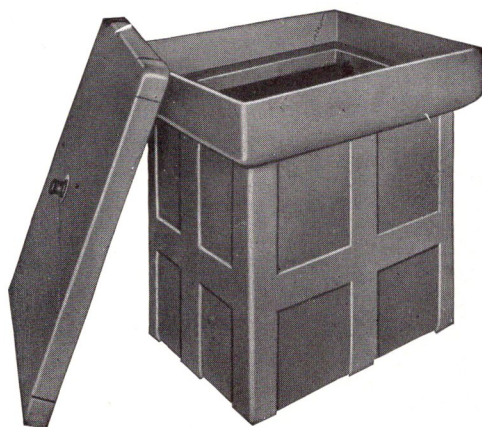
No. 1—5 x 7

Its lighttight construction and the fact that but a gallon of solution is required for processing a dozen 5 x 7 films or plates in No. 4A Eastman Hangers make the No. 1 5 x 7 Luzerne Hard Rubber Developing and Fixing Tank a popular one.

The hangers rest on an inner ledge of the tank, so that when the cover is in position the unit is lighttight, permitting turning on darkroom lights during development. The tank is of tough, natural rubber, assuring long wear.



Luzerne No. 1, 5 x 7 Tank, with Cover	- - - - -	\$9.75
Luzerne No. 1, 5 x 7 Tank, without Cover	- - - - -	7.80
Cover for above	- - - - -	1.95
Eastman Film Developing Hanger No. 4A, 5 x 7	- - - - -	.65



No. 2—5 x 7 and 8 x 10

THIS TANK, with its lighttight cover and offset ledge for holding developing hangers, is a worthwhile investment for every studio.

Note the strongly reinforced construction. It is made of acid-resistant, brown, hard rubber, the inside of both tank and cover having a smooth finish making it easy to keep clean.

The tank holds twenty 5 x 7 or twelve 8 x 10 film hangers.

Luzerne Tank No. 2, with Cover	- - - - -	\$15.65
Luzerne Tank No. 2, without Cover	- - - - -	12.45
Cover only	- - - - -	3.20
Eastman Film Developing Hanger No. 4A, 5 x 7	- - - - -	.65
Eastman Film Developing Hanger No. 4A, 8 x 10	- - - - -	.80

EASTMAN KODAK STORES

BLACK-AND-WHITE PRINTS DIRECT FROM KODACHROME

(Continued from Page Eight)

5. Fix for 10 minutes in Kodak F-5 Fixing Bath at 68°F.
6. Wash in running water for 30 minutes. The wash water should be maintained at 65-70°F. to insure removal of chemicals.

The following special developer is required for this paper.

Kodak SD-14 Developer

Dissolve chemicals in the order given

Water about 125°F.	16 ounces
Elon	90 grains
Kodak Sodium Sulfite desiccated	2 ounces
Kodak Hydroquinone	145 grains
Kodak Sodium Carbon- ate desiccated	1 ounce
Kodak Sodium Hydroxide	73 grains
Kodak Potassium Bromide	15 grains

*Kodak Benzotriazole

(0.2% Stock Solution) 6½ ounces

Cold water to make 32 ounces

*Kodak Benzotriazole is supplied in a 117-Grain package sufficient to make one gallon of 0.2% stock solution.

The fixing and stop baths are those commonly used, but the following reducer is necessary after developing to clear the whites.

Kodak R-12 Reducer

Water	32 ounces
Kodak Ammonium Persulfate	1 oz. 145 grains
Kodak Potassium Ferrocyanide (yellow)	73 grains
Kodak Oxalic Acid	365 grains

*Kodak Sulfuric

Acid C. P. 2½ fluid drams

*Add Sulfuric Acid slowly, with stirring, to the solution; never add solution or water to the acid as the acid may spatter on the hands and cause burns.

Since this solution is corrosive to metals, it is recommended that it be used in a hard rubber or glass tray. Store this solution in a loosely stoppered bottle or one having an air vent; otherwise, pressure of the gas formed may be sufficient to break the bottle.

CARE FOR YOUR EQUIPMENT

IT IS of vital importance that every photographer and every photofinisher use all possible care in keeping equipment in good working condition. We are fighting a war, and it is becoming increasingly important that men, metals, and machines be devoted to the war effort.

Much of the equipment you use can not be manufactured for the

duration. Many parts are not available. Considerable used equipment may be had for the professional photographer's use, but this is not likely to be true of photofinishing equipment.

There is much that you can do to keep cameras, printers, washers, dryers, and other apparatus working smoothly. Even trays, tanks, devel-

(Continued on Page Twelve)

CARE FOR YOUR EQUIPMENT

(Continued from Page Eleven)

oping hangers, and ferrotype plates can be made to give much longer service by giving them proper care.

If you will do your utmost to keep your working equipment in repair, you will have made a worth-while contribution to your country's industrial effort. The Eastman Kodak Company will do everything in its power to keep you supplied with the

essentials of your profession, but this does not include the products of machine tools. These tools are all being used in the production of essential war materials, as every photographer would have them used. That is why we ask that you take care of your equipment until such time as the tools of industry may again be producing peacetime goods.

KODAK ROYAL BROMIDE PAPER

Formerly P.M.C.

IN LINE with the policy of adopting a standard nomenclature for designating the various grades and contrasts of Kodak papers, the name of P.M.C. Bromide is being changed to Kodak Royal Bromide Paper. No change whatever has been made in the characteristics of this fine paper. The following list shows the grades and contrasts in which Kodak Royal Bromide is supplied together with the corresponding listing that has previously applied to P.M.C. Bromide Paper.

Kodak Royal Bromide Light Weight (not previously listed)

Grade A, Nos. 1, 2, 3, 4

Kodak Royal Bromide Single Weight Grade E, Nos. 1, 2, 3. Formerly No. 2 P.M.C.

Grade F, Nos. 1, 3. Formerly No. 1 P.M.C.

Grade M, No. 1. Formerly No. 5 P.M.C.

Grade T, Nos. 1, 3. Formerly No. 3 P.M.C.

Kodak Royal Bromide Double Weight
Grade E, Nos. 1, 2, 3, 4. Formerly No. 9 P.M.C.

Grade F, Nos. 1, 2, 3, 4. Formerly No. 10 P.M.C.

Grade G, Nos. 1, 2, 3, 4. Formerly No. 11 P.M.C.

Grade M, No. 1. Formerly No. 6 P.M.C.

The contrasts of all Kodak papers are indicated by numbers. The contrasts 1, 2, 3, and 4 correspond to the former *normal*, *medium*, *contrast*, and *extra contrast* designations of P.M.C. Bromide. The letters indicate the surface and tint of paper stock. The grades of Kodak Royal Bromide are described as follows:

Grade A—Smooth, lustre, white.

Grade E—Fine grained, lustre, white.

Grade F—Smooth, glossy, white.

Grade G—Fine grained, lustre, cream white.

Grade M—Smooth, matte, white.

Grade T—Tweed, matte, cream white.



NEGATIVE ON EASTMAN
PORTRAIT PANCHROMATIC FILM

RETOUCHING SOME OLD ONES

"Salvation is free, Brother," replied the minister. "It's free and water is free, but when we pipes it to you, you have to pay for the piping."

•

Wife: "The maid quit—she said you spoke to her insultingly over the phone."

Hubby: "I thought I was talking to you."

•

Johnny brought home his report card, with a note from the teacher: "Dear Mrs. Whosit," said the note, "Johnny is a bright boy, but he spends all his time with the girls. I'm trying to think up some way to cure him."

After studying the note, the mother wrote the teacher as follows: "Dear Miss Scruff: If you find some way to cure him please let me know. I'm having the same trouble with his old man!"

Hunter: "Yes, sir, when that bear chased me I jumped for a limb twice as high as my head, but I missed it."

Listener: "That was tough luck. Did he hurt you much?"

Hunter: "Oh, no. I missed the limb going up, but I grabbed it on the way down."

•

Gladys: "Mother, dear, I advertised under a different name that I would like to make the acquaintance of a refined gentleman with an eye to romance."

Mother: "Gladys, how awful! Did you get any answers?"

Gladys: "Only one—from father."

•

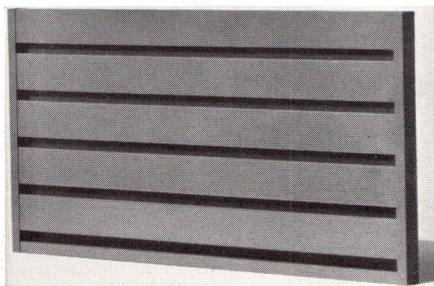
"There," said the plumber, laying out his tools, "in spite of all the silly jokes about us, we've not forgotten a single thing. My mate's here with me, we've not got to go back for anything, and—"

"You've come to the wrong address," said the maid.

Majestic Light-Proof Ventilator

THIS ventilator provides fresh air in the darkroom. Its construction allows for free passage of air but keeps out light. Constant air circulation is assured without bother as no adjustments are necessary.

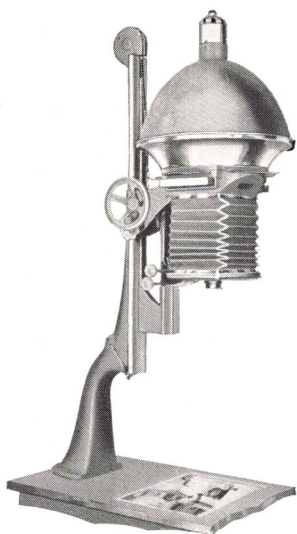
It is strongly made and is easily installed in any door or partition.



Size, 12 x 24 x 1 inch - - - - - \$5.50

E A S T M A N K O D A K S T O R E S

Elwood Enlargers

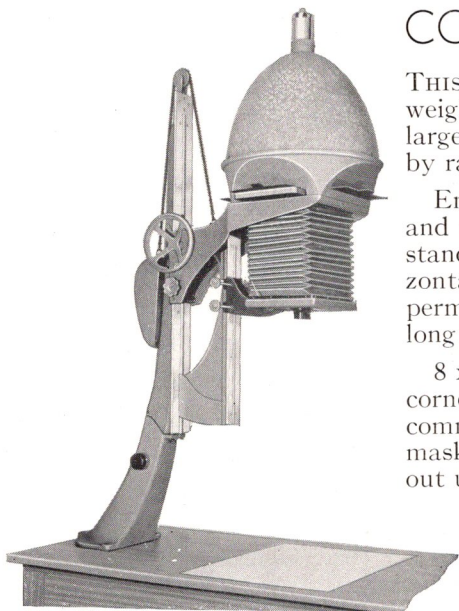


SP-2 SPECIAL, 5x7

A STURDY, vibrationless model, which enlarges 5 x 7 negatives up to six diameters and reduces to one-third. With the hinged upright in horizontal position, enlargements of any size can be made. All size films from 35 mm. up can be enlarged with equally fine results.

A spring counterbalance, and rack and gear movement make for easy adjustment and focusing. The reflector is insulated, thoroughly ventilated, and film is protected by a heat-absorbing filter. The reflector is large and deep, giving intense yet even illumination.

Elwood Special 5 x 7 Model SP-2 Enlarger, with 200-watt lamp, negative carrier, 7-foot extension and switch, 18 x 30-inch plywood baseboard, but without lens - - - - \$83.20



COMMERCIAL MODEL, 8x10

THIS larger model is easily operated, the counterweighted body being raised and lowered by a large, gear-actuated wheel. Fine focusing is done by rack and pinion.

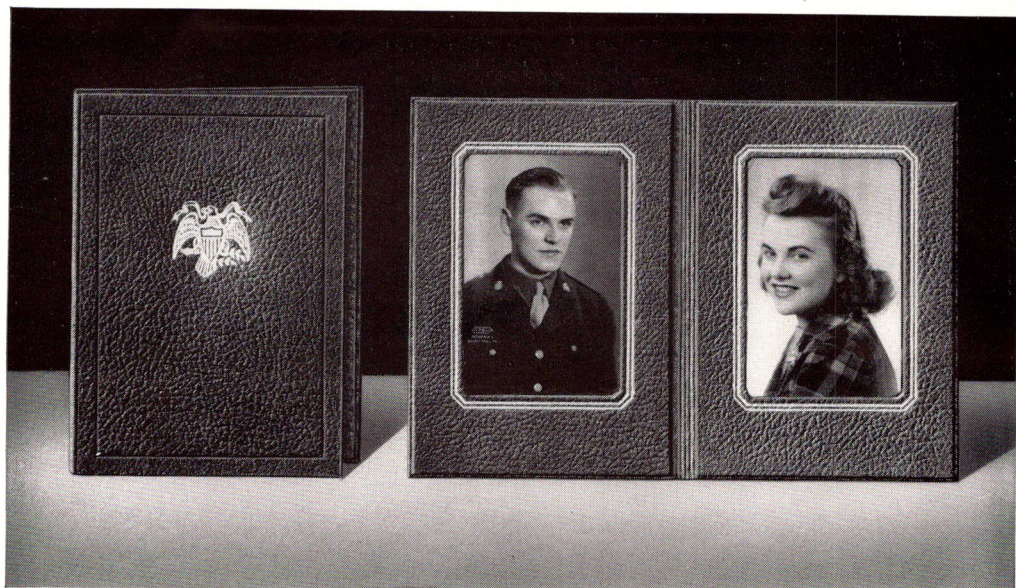
Enlarges 8 x 10 negatives up to 40 x 50 inches and reduces down to 3 $\frac{1}{4}$ x 4 $\frac{1}{4}$ inches. Main stand is hinged and can be tilted back for horizontal projection. A 30-inch bellows extension permits small size reductions and the use of long focal length lenses.

8 x 10 negatives are covered perfectly to the corners and contrast and brilliancy required for commercial work are easily secured. There are masking slides above the negative for screening out undesirable parts of the negative.

Elwood Commercial Enlarger, with 200-watt lamp, electric cord and switch, and lensboard, but without lens - - - - \$170.55

Extended Payments if Desired

EASTMAN KODAK STORES



SOLDIER'S CASE

Leatherette material in Olive Drab—the army color. The design and emblem on the cover stamped in silver.

Kodaloid covering to protect the photograph. The Case will wear well and keep the picture in good condition.

Sizes—3 x 4 to 8 x 10, one or two openings.

Suggest extra portraits of Mother, Father, Wife, or Girl Friend as a gift to the men in camp. A special offer featuring the SOLDIERS CASE as part of the regular order should appeal to many of your customers and mean increased sales for extra prints.

Your stockhouse can take care of your orders promptly for these.

EASTMAN KODAK COMPANY
(TAPRELL LOOMIS DIVISION) CHICAGO, ILLINOIS

"POSTALPRINTS"

A new way to mail snapshots from home to
camp, from camp to home

Address side of "Postal-print," showing proper designation of soldier's rank and branch of Service in upper left corner, required for free postage.

PHOTO POSTCARD	
MESSAGE	ADDRESS

Private John Doe
U. S. Army

Dear Mother
Am well & feeling fine. This is a snap of Bill & Dave in the recreation hall. Will write later.
Love John

Mrs. Geo. Doe
650 Spruce St
Buffalo.
N. Y.

PLACE ONE CENT STAMP HERE

Print from 35-mm. negative made on Velox Rapid Printer, on Velox Rapid Paper double weight—back of print shown above.



The soldier can send his snapshots on "Postalprints" or Velox Postcards free—the folks at home for a one-cent stamp. Sell your customers "Postalprints" or Postcards on regular finishing orders. It simplifies mailing—increases print orders.

IT IS a notable fact that the greater part of the correspondence of men in the armed forces is confined to postcards. They like this short cut.

And so do many of the folks at home. They know the soldier watches every mail from home, and prefers a postal a day to a letter a week. That's why

(Continued on Page Nineteen)



This set of four 8 x 10 display prints is yours for the asking

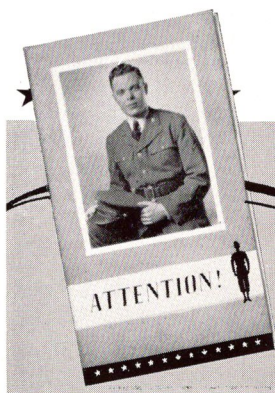
EASTMAN WANTS TO HELP YOU GET THE SOLDIER BUSINESS

MILLIONS of the finest prospects—the men of our Army, Navy, and Air Corps—their families and friends. Your appeal: "Portraits of the home folks for the soldier—portraits of the soldier for his home folks."

It's your big business opportunity.

Eastman offers you the six-page illustrated folder shown below. It's designed to sell the Portraits-of-your-soldier idea and it's free—with your imprint. The four fine 8 x 10 Soldier and Sailor display prints are also yours for the asking while they last.

EASTMAN KODAK COMPANY, ROCHESTER, N. Y.



The six-page folder at left, with your imprint, is free. Send for the quantity you can mail to likely prospects. Order No. 982 Folder.

"POSTALPRINTS"

(Continued from Page Seventeen)

"Postalprints" are going to be popular at home as well as in camp.

"Postalprints" is the suggested selling name for popularizing the idea that the customer order "1 Postalprint each" to send to the man in the Service, or for the Service man to send home.

In the case of miniature negatives, Postalprints are regular Velox Rapid enlargements, made on double weight paper and stamped on the back with a rubber stamp to indicate space for message, address, and postage, simply to make them mailable. You can make any double weight print a Postalprint, provided it is not smaller than $2\frac{3}{4} \times 4$ inches or larger than $3\frac{9}{16} \times 5\frac{9}{16}$ inches, simply by stamping the back of the print, as shown in our illustration. We have shown the front and back of a $3\frac{1}{4} \times 4\frac{1}{2}$ -inch print so stamped, and with a message such as a soldier might write. We have also indicated the requirements for a Service man's free postage. We quote from postal regulations, Order No. 17352:

"Letters sent by members of the military or naval forces of the United States, to be mailed free of postage under the conditions set forth in paragraph 3 of this section, shall bear in the upper left-hand corner the name of the sender, together with his rank or rating and the designation of the service to which he belongs. . . . Such letters shall be so accepted when deposited in the mails in the United States or its possessions or at any place outside the United States where the United States mail service is in operation, addressed to any other place where this service is in operation. . . . Messages on postcards may be accepted under this

provision."

The rubber stamp which you will need to convert the miniature enlargements into "Postalprints" might cost you several dollars if you had one specially made. That is the reason why the Eastman Kodak Company, for your convenience, has ordered a quantity and can supply them for 50 cents each.

Don't get a mistaken idea of this plan. It is not proposed to choose certain negatives for making "Postalprints." The idea is to persuade the customer to have his films developed and all of his negatives printed as "Postalprints." Then if he wants some single weight prints made, that would be additional duplicate print business.

For negatives from which you make contact prints, the regular Azo Postcards may be used, leaving space for a message on the picture side as well as on the back. It is only the odd sizes of enlargements, made on printers which will not accommodate regular Azo Postcards, that you will need to stamp with the postcard heading necessary to conform to postal regulations making such cards mailable for one cent.

"Postalprints" should be made on semi-matte Azo Postcards or on double weight Velox Rapid Paper Grade E. As for pricing "Postalprints," remember soldiers can't pay high prices, so figure your costs against the cost of single weight prints and consider the one extra operation of stamping the oversize finished prints. In any event, it costs only the price of a rubber stamp to try it out. Send today for a Postalprint rubber stamp to Eastman Kodak Company, Rochester, N. Y.

CONSERVATION FOR VICTORY

General Order
O.D.T. No. 6

THIS mandatory conservation order of the Office of Defense Transportation affects every photographer who buys materials of any description and has them delivered. In fact, it affects deliveries of all materials not essential to public health, life, and safety. The order, which follows, became effective in its entirety on June 1.

"O.D.T. Order No. 6 specifically provides that no local carrier shall:

(A) Make any special deliveries except to hospitals, the armed forces of the U. S., and except deliveries of medicines and other necessary supplies for the protection in emergencies of public health, life, and safety.

(B) Make any call backs.

(C) Make more than one delivery on any one day to any one person except special deliveries as authorized above. When one day's shipment or shipments to any one person exceed the capacity of a single vehicle, such will be considered as one delivery.

Each local carrier is required to reduce the total monthly mileage of rubber tire vehicles by at least 25 per cent of the total mileage in operation during the same calendar month of 1941, *exclusive* of mileage saved by elimination of special deliveries and call backs. Truck operators will be required to prepare and maintain records as to mileage performed and steps taken to comply with the order."

There are a few necessary exceptions to this order involving essential public services and moving of agricultural products, but there are no

exceptions which would affect the delivery of photographic materials or photofinishing.

Photographers the country over will gladly co-operate in making this reduction in service accomplish the ends desired by our government. Our greatest means of conservation involves returns and exchanges of goods. Besides wear and tear and possible damage, twice the amount of labor, wrapping, packing, and transportation is required in selling an article twice. Three times the wear upon automotive equipment results from pick-up and second delivery. Returns and exchanges multiply the time used in handling accounts and correspondence.

We are in a great war, and manpower effort, as well as material of every nature, must be conserved. You can help in the following ways:

In ordering photographic materials, be specific about style, color, size, surface, weight, name, and quantity.

Place your orders several days in advance of your actual need whenever possible. Ample time to fill orders reduces chance for errors.

Refrain from "Memo" buying. There is a definite scarcity of equipment previously sold on trial. An immediate demand for a lens, that is out on a "memo sale," may delay an important government job.

To conserve all kinds of transportation and delivery, for the cause of Victory, anticipate your wants and permit extra time for making deliveries whenever possible.



NEGATIVE ON EASTMAN
PORTRAIT PANCHROMATIC FILM



Use Tested Chemicals

MANUFACTURED under laboratory control, the dependably uniform quality of Kodak Tested Chemicals is your assurance of good results. Use Tested Chemicals and most of your processing troubles will be avoided. Eastman Kodak Company, Rochester, N. Y.



Specify

KODAK TESTED CHEMICALS

**A timely, fast-selling,
profitable new item . . .
AND a powerful booster
of extra print sales . . .**



The New

PICTURES FROM HOME ALBUM

THE colorful, snappy, new Pictures from Home Album is an item that Service Men's friends and families will find hard to resist—once you show it to them. Its sturdy black cardboard cover, with military design and stripes of red, white, and blue, is protected by an extra covering of acetate sheeting. Inside covers are red. Plastic spiral binding in red, white, and blue.

The album is 6 x 4 inches in size . . . has ten blue leaves, in addition to a flyleaf with spaces for names of sender and recipient . . . holds up to 20 snapshots, even more in small sizes. You'll find it a fast-selling item in itself—and a powerful booster of extra print sales.

Only
35¢ (RETAIL)

... with handy mailing envelope. Sold only in dozen lots, with FREE display card.

AVAILABLE NOW FROM YOUR USUAL SOURCE OF EASTMAN SUPPLIES

EASTMAN KODAK COMPANY, ROCHESTER, N.Y.

For enlargements of exceptional quality, use

KODABROMIDE

Kodabromide is a fast enlarging paper which gives you the rich blacks and sparkling halftones you want—and the image tone is uniform throughout all four degrees of contrast. Thirteen grades to choose from.

EASTMAN KODAK COMPANY, ROCHESTER, N. Y.





Thumbs-up Quality

FOR the simplest, or the most difficult assignment, there's an Eastman Film that will give you just the result you want. For an ortho result, use Ortho-X. For long scale and high speed, use Tri-X Panchromatic. For contrast and sparkling brilliance, combined with excellent scale, use Super Panchro Press Type B. All have the thumbs-up quality that distinguishes fine photography.

EASTMAN KODAK COMPANY, Rochester, N. Y.



What the Customer Wants

ALL of the lighting and gradation quality you put into a negative, plus the style—the sparkling brilliance—the richness and warmth of tone—these are the things that appeal to your customer. You get them all in the print on Vitava Opal or Kodalure Paper.

VITAVA OPAL and KODALURE
FOR ENLARGEMENTS OF CONTACT PRINT QUALITY