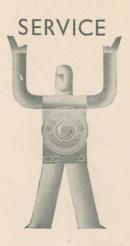
The

PROCESSING



Developing Printing Enlarging Miniature Photography has achieved such popularity of late that many Processing Firms have adapted themselves to the exacting needs of miniature negatives.

We shall be pleased to put any Compass user in touch with such Firms in his district, and we should do so with every confidence that all normal care and attention would be devoted to the work.

In spite of the widespread nature of such facilities, it was felt that with the new standard of perfection in camera construction represented by the Compass Camera, a new standard of processing would be appreciated. Such a service is described overleaf.

The



PROCESSING SERVICE

The introduction of the Compass Camera marks a new era in precision, finish, and mechanical perfection in photographic apparatus.

It was felt that with this new standard of perfection in camera construction a new standard of processing service was also required.

The ordinary Developing and Printing Service serves its purpose admirably in producing bright clean prints from the average snap-shot negative. The Compass Processing Service has as its aim, not the mass production of technically competent negatives and prints but the production of negatives, prints and enlargements which express the highest degree of craftsmanship in photographic processing—just as the Compass Camera itself does in manufacturing technique.

In the development of negatives in the Compass Processing Service every negative is considered individually and the prices quoted for development include any after treatment such as local or general intensification or reduction which may be necessary in order to obtain the best possible printing quality from the exposure made.

All the enlarging is done by experienced craftsmen photographers whose ambition is not to turn out the maximum number of enlargements per day but to produce from each negative handled the most satisfying result possible both technically and artistically.

It is difficult to express in writing, though easy to show by comparison, the complete difference between a picture produced by an artist in this way and an enlargement resulting from ordinary technically competent methods. One small point will illustrate the care taken in Compass enlarging. With very few negatives can it be said that a print or enlargement from the whole of the negative is artistically the most satisfying result possible. Almost invariably a little judicious trimming, or possibly the enlargement of only the central portion of the negative, will result in a better picture.

With every order for Compass enlargements we ask the Customer to state whether the whole of the negative should be enlarged or whether he will leave it to us to make the best possible picture from the negative.

All the usual devices of the craftsman enlarger—shading, printing up, etc.—are employed on every enlargement.

The cost of enlargements made in this way is naturally considerably higher than those produced by mass production methods. But so that the photographer may see enlargements from any of his negatives at a minimum cost, small enlargements of a standard size of $4\frac{1}{2} \times 3$, are available at a very reasonable price. These are of the very highest technical quality though not produced with all the individual craftsmanship of the Compass enlargement.

Photographs are pictures and as such require individual attention if the best is to be obtained from them. This cannot be achieved by any methods of mass production. Many of the Compass services, such as those for special mounting, the framing of enlarged pictures, and the production of coloured enlargements are, and must be, so individual that prices can only be quoted when the negatives have been examined and the purpose for which the finished results are required has been discussed.

We believe that a very large proportion of negatives taken with the Compass Camera will be worthy of all this individual care and attention because in no other way is it possible to obtain the best pictures from the technically perfect negatives which the Compass will produce.

NOTE.—While great care will be taken with your Plates, Films, etc., in the case of accidental damage or loss our liability will be limited to the replacement with new material.