PHOTOGRAPHY Photograph Office, No. 342417

Editor: Frank Fenner, Jr., APSA, ARPS Technical Editor: Robert L. McIntyre Eastern Editor: Norman C. Lipton Associate Editors: John Alden, Thomas W. Blair Assistant Editor: Maurice L. Fisher Art Editor: Sydney Barker Advertising Manager: Herbert E. Hayden VOLUME 24, NUMBER 3

By Frederic Baldinger
By Joseph C. Keeley

By A. B. Trego

By Joseph V. Mascelli 164

MARCH,	1949
Good Marketin	ng Habits

	norographic Place Marie	
	Take Lousy Pictures By Roland Wolfe	41
	NiI Wolding Wolfe	
	Photo Yesterday	42
	Photo Yesterdays Refugee Stirlage Stir	44
	Dal Jackson Market Mark	
	Refugee Ship A Versatile Contact Printer By Gregory D'Alessio By Eugene M. Hanson By Rex Johnston By Rex Johnston	45
	Versatile Contact D	46
	A British Viewpoint Printer	
		48
	How Many Pictures in One Spot? Negative Particles of Potential Property of the Photographic Year How Many Pictures in One Spot? By Edward Richardson	49
	How Many Pictures and A. Bryan	
		50
	The Photographic Year Try a New Angle with Flash The Photographic Year Try a New Angle with Flash By Edward Richardson By Robert Worth By Robert Worth How This Picture With Flash	51
	How This Picture Was Made By Dr. Walter Clark, FPSA, FRPS What They Dr. Was Made	56
	How This Picture Was Made By Anne J. Anthony	58
	What Ti louge Was I.	62
	Another Ellis Do to Cameras	
	Principles Filter Factor By David Macfie	65
1	Another Filter Factor	68
	'IZE W': PICCORIO DI I PICCORIO	00

4	The Camera Tells a Story Amateur Movie Section Teaching with Movies The Four C's of Ovies	PHOTO	. By	Frederic Baldinger Joseph C. Keeley
	Amateur Movie Section	HOTOGRAPHY	1948	· By Robert Rahtz
	Teaching with Movies			Ry A D. T.

Teaching with Section	,	•	
The Four C's of C:	•	•	200
The Four C's of Cinemat			(30)
- Cinema	oa	rau	
Ward Pease on Pictures for the	9	ab	hy
Letters to the on Pictures of			
palendar of pi Editor the	L		

The	. 110100	Taphia		
The Magaz	lines .		Exhibiti	
Popko Christmas (Camera C Candid Sh Trade				
Camera C	Card C			
Candid C	lubs	intest 1	Vinn.	
rade Not	ots by .	٠. ٠	mers	
Candid Sh Trade Note Copter C	es and	the Ec	litor .	
	amera	ivews		

COVER BY WELLINGTON LEE. SEE PAGE 222.

POPULAR PHOTOGRAPHY, including Amateur Cinematography, Photography Magazine, formerly Everyday Photography, Trade Mark Registered. Combined William L. Pinney, Manager West. Empire State Building M. Including Photo Arts. BRANCH OFFICES: New York Office: Empire State Building New York I, N. Y. Los Angeles Office: Office: Associated Company: Ltd., Grampiane Blad. ASSOCIATED COMPANY: Ziff Davis, Ltd., Grampians Bldg., Western Gate, London, England.



ZIFF-DAVIS PUBLISHING COMPANY 185 N. Wabash Ave., Chicago I, III.

Chairman of the Board and Publisher

Vice-Presidents: GEORGE BERNER, Advertising and Sales Director

MICHAEL H. FROELICH, Director, Eastern Division H. J. MORGANROTH, Production Director ARTHUR T. PULLEN, Secretary-Treasurer H. G. STRONG, Circulation Director

AKIHUR T. PULLEN, Secretary-Treasurer
Chicago 1, 1870 Charachy M. Secretary-Treasurer
of March 2, 111 To Charachy M. Secretary-Treasurer
as published as published as published as second class matter the second class matter than the second class matter as a second class matter as a second class matter than the second class matter at the post of the post of the second class matter at the second class mat

SPIRATONE does it /

All Spiratone Lenses carry ten-day money back and lifetime guarantee. A topgrain leather case is supplied with every lens.

Each lens individually numbered

Spiratone Telephoto lenses for 35mm and reflex cameras focus with the standard rangefinder or reflex finder. Just use your regular settings for distance, lens opening and exposure — the telephoto doubles the size of your subject matter on the negative. Magnification is about two times and a subject taken at 50 feet will appear as large as though it had been only 25 feet from the camera. With your effective focus length doubled, you crop out unnecessary background from the beginning. No need to mask enlargement later and worry about grain and fuzziness!

All Spiratone lenses are fully achromatic, color corrected and coated, ¼ wave length. Every lens covers the full negative area sharply to the extreme corners.

Spiratone Wide Angle lenses are the first offered at this unusually low price for almost all 35mm cameras. The wide angle doubles the picture area, a must for interior and architectural photographs. Picture-taking in narrow spaces is now possible: a wideangle increases the versatility of your camera tenfold. No changes in exposure or lens opening are necessary, but the depth of field of your present lens is vastly increased.

WIDEANGLE

for 35mm cameras listed 1995

Special COMBINATION OFFER

Set of Telephoto and Wideangle lenses for 3550 35mm camera

TELEPHOTO

for all models

ARGOFLEX CIROFLEX UNIFLEX KODAK REFLEX

TELEPHOTO

ARGUS C2, C3, A2, 21 KODAK 35 RF MERCURY I, II KODAK 35 CLARUS RETINA I, II PRAKTIFLEX LEICA, Elmar f:3.5 LEICA, Summar f:2

PERFEX 55, 101, 102

also for

Adox I, Buccaneer, Perfex 101 and 102 with Ektar f:3.5, Schneider f:2 and f:2.8 lenses and most other 35mm cameras.

Available for all models of 8mm Movie Cameras Telephoto: \$15.95 Wideangle: \$13.95

REVERE CINEMASTER DE JUR KEYSTONE PERFEX BELL&HOWELL FRANKLIN BRISKIN Set of telephoto and wideangle lenses for 8mm camera \$26.75

Telephoto or Wideangle for 16mm Movie Cameras \$19.95 Available for all models:

REVERE KEYSTONE BELL & HOWELL CINCLOX Set of telephoto and wideangle lenses for 16mm camera \$35.50 WHEN ORDERING, PLEASE SPECIFY EXP NAME OF YOUR MODEL CAMERA, LE SPEED, SHUTTER.

Add approximate cost of postage a insurance to remittance. Please close 25% deposit with C.O.D. order

49 WEST 27th STREE NEW YORK 1, NEW YO

main store and shipping departmen 32-34 STEINWAY S

