The British Photographic Manufacturers Association recently issued to all photographic dealers a booklet bearing the above title in which they pointed out the absolute necessity for more active support from the dealer if photography is to continue to flourish. Too much thought has been given to the selling of films and developing and printing of them, with the result that photography as a hobby has been allowed to lose its hold on the public.

In 1933, which, from the point of view of weather, was ideal for photography, D. & P. Finishers report a drop in business of about 10%. From this it is obvious that everyone must make serious efforts to regain this lost business and to establish the trade on a firmer footing.

We have, in these pages, continually pointed out that the dealer is the key-man of the situation. He can do more to establish photography as a national hobby than all the advertising the manufacturer can do because he is in personal contact with the right people and can influence them in the right direction. May we ask you again to read the booklet which was sent you and do your level best this season to make your seasonal D. & P. customers into all-the-year-round photographers.

THREE
"Make Photography Your Hobby"

The dealer has an excellent opportunity to further the interests of photography by issuing to his most suitable customers a copy of the booklet to be published by the British Photographic Manufacturers Association under the above title. This booklet (which will be supplied to dealers imprinted with their names and addresses) will be available at a nominal cost, and will deal in a practical manner with developing, printing and enlarging. All dealers will be advised when the booklet is ready and we are sure that the majority will order a large quantity for distribution.

Selo Rayon for Better D. & P.

The new Selo Rayon grade has been a complete success. The demand for this paper was so much greater than we anticipated that supplies were held up temporarily. Now, however, we are able to meet all requirements and we hope those finishers who have not yet tried Selo Rayon will do so before the rush period. The showcard illustrated on this page is available and should be requisitioned by its code number—P.62.

To further assist you to introduce Selo Rayon to your customers we have prepared transparent envelopes, as illustrated, which we shall be pleased to supply free of charge to all dealers.
Cheap Films

We hope our dealer customers have considered carefully the whole aspect of the cheap film situation because it is a very menacing one for the photographic trade. In the first place, several brands of cheap films are being sold through stationers, confectioners and tobacconists and generally, according to tests made by us and by various finishers, the quality is not always up to standard and the results may tend to react adversely to us all.

There is probably something to be said in favour of a four-exposure film, but from your point of view and our own it is definite that the eight-exposure film is more profitable in every way. It is not at all certain that customers will purchase two four-exposure films in place of one eight-exposure film—and remember that every eight-exposure film sold means more D. & P.

Support the nationally advertised brands and particularly Selo and Selochrome. Selo and Selochrome Films are sold only through approved dealers, and it is up to all dealers to support the manufacturers who regulate the distribution of their products for the protection of your business.
Exhibitions

We are glad to have had the opportunity to co-operate with our friends, Messrs. Beken & Son, of Cowes, and *The Morning Post*, in the organizing of an exhibition of yachting photographs which was opened on 29th May by Col. F. W. Evatt, the Deputy Chairman of Ilford Limited. The above illustration shows Col. Evatt opening the exhibition and is reproduced by courtesy of *The Morning Post*.

These exhibitions are doing good work for photography and we shall be glad to co-operate with any dealer who has facilities himself for staging an exhibition, or who can arrange for suitable display space, by loaning a selection of pictures from exhibitions held at our Holborn Galleries. Displays of exhibition pictures have been arranged at Liverpool and Newcastle and they have undoubtedly stimulated interest in photography.
New Representatives

We are pleased to welcome two new representatives in Mr. F. F. Giles and Mr. Stanley Baxter. Mr. Giles bears a name that is known and respected in the Photographic Trade. His father, Mr. Fred Giles, is known to practically every dealer and finisher in the country and is always sure of a welcome. We are certain that the same kind reception will be given to his son who has taken over part of the territory of Mr. J. E. Chester.

We were sorry to say "good-bye" to Mr. Chester whose services to the Company were very valuable, but we retain happy memories of his cheery disposition and capacity for hard work. We are very pleased, however, that we shall still be associated with him and we wish him well in his new sphere. Mr. Chester has joined a large Finishing House and we are receiving good orders from him for Selo Paper.

Mr. Stanley Baxter has taken over the Newcastle area and we trust you will extend to him the generous welcome which is so characteristic of our northern customers. Mr. Baxter is no stranger to the Photographic Trade and he has been associated for some time past with Mr. L. W. Fuller in the supervision of our industrial sales. We are sure you will find him willing to serve your interests
D. & P. NOTES
FOR WASHING FILMS

Those who adopt the device shown below will find that roll films will be washed much quicker than is usual, thus saving time and water—both very valuable at the present time.

Instead of allowing the water to run in at the top of the tank and out at the bottom, have a special pipe made. This should be of iron and half-inch bore for the tank. The pipe is fixed to the supply pipe and is bent to fit over the top of the tank and run down the inside to within a few inches of the bottom. Small holes are drilled at distances of two or three inches down the right-hand side of the pipe, and another row drilled on the front. The lower end is sealed or capped off.

By this means fresh water is supplied to the films from top to bottom by the small holes, for a jet is provided by each one; one set of holes sends water from left to right and the other set sends it from back to front. As will be seen from the illustration, pipes can be taken from the supply pipe as often as required for each washing tank. If all the tanks are not in use at once it is advisable to fit a stop-tap for each tank; otherwise one tap on the supply pipe will serve for all.
SEWING DRYER BANDS

Dryer bands or cloths are being wetted and dried continually, so that the thread which holds the ends together sometimes become rotted. They have to be sewn again, and it has been found by experience that fine fishing line is the best material to use. It is very tough, will not break or become rotten, and it is quite simple to sew. All that is needed is a small packing needle, thus making it easy to push through the bands and up again for the next stitch.

TRIMMING

When new assistants are being taught to trim prints or cut films, it will be found a great advantage to have the cutter fixed firmly to the bench, and at the right-hand side to have a sheet of opal glass, fitting flush with the surface. Below this—that is to say, under the bench—fit a small box, and inside this screw a batten-holder, wired to the electric mains. A switch should also be fitted either under the bench or on front of it where it will be out of the way, and an electric lamp plugged into the holder.

As soon as trimming commences, the light should be switched on, and it will be found that when a print is placed on the cutter the amount of border which is projecting over the edge of the lower metal plate (the amount which will be trimmed off) will be illuminated and the remainder of the print will be dark. The same applies when cutting films. Cutting and trimming are, therefore, greatly simplified and risk of errors is reduced.
Selling Selo Rayon

Selo Rayon, for better prints at better prices. That is the idea behind this paper, but customers must be shown that Rayon is better. There is no finer way for the dealer to do this than actually allowing customers to make their own comparisons. A good method is to make up a small showcard similar to the one reproduced below. This measures 9 X 6½ ins., and on the left is mounted a print on Rayon, which may be compared with that on the right, made on ordinary glossy paper, black and white.

This card should be placed on the photographic counter, where every customer is bound to see it when leaving films to be developed and printed. A customer will automatically look at it and, perhaps subconsciously, compare the two prints, and note the prices. He cannot fail to be favourably impressed by the surface, colour and soft quality of the print on Selo Rayon.

A mottled mount is very suitable and the wording can be printed with black ink; a black and grey border as shown sets it off well and provides a nice finish.

Which DO YOU PREFER?

SELO Rayon \(\frac{2}{2}^p\)  Usual D&P Print \(\frac{2}{p}\)
ASSISTANT'S PART

Glossy prints have been before the public for so long now that they have become almost a habit. A certain proportion of amateurs will have to be "educated" into ordering prints on Rayon, and a show-card cannot be expected to do this at once. Therefore, assistants should bring the paper to the notice of each customer who leaves a film for processing. It should be remembered that anyone can sell something which is asked for, but it takes a skilled salesman to sell in place of this something new, something which a customer may never have seen before; that is the assistant's job.

. . . AND THE WORKROOMS

Many people do not appreciate the full beauty of Selo Rayon until they see one of their own negatives printed on it. Normally, they will not do so without ordering specially, which they may not be inclined to do. The workrooms must play their part also, by making in addition to the order itself, a print from the best negative in each order, on Rayon.

This print should be included with the others, and a small rubber stamp may be used (on the back of the print), stating that it is made on Selo Rayon, and what the extra cost is for prints on this paper. It is the duty of the finishing department to see that the specimen prints are sent out well trimmed and perfectly flat.

When a customer calls for his work the shop assistant should open the wallet, take out this print and the corresponding print in black and white, and place them side by side on the counter, for the customer's inspection. By doing this the effect may be judged, and the customer may be given fuller details, besides being persuaded to order Selo Rayon when bringing the next film.

ELEVEN
Ilford Depots

We have opened a summer depot at 1a Bolton Street, Blackpool, where dealers and finishers will be able to obtain supplies of Selo and Selochrome Roll Films and Selo Paper, and during busy periods immediate delivery will be given. The depot is in charge of Mr. Brian Brookes, and we hope that the fullest possible use will be made of it. Telephone number Blackpool 1098.

Will Manchester and district dealers kindly note that the address of our Manchester Depot is now 22 Lloyd Street, Albert Square, Manchester. The Telephone number remains the same, i.e., Blackfriars 8512.

Seen the Snaps?—

Selo advertising this year is the result of some very careful thinking and is designed to do two things—sell Selo Films and make new photographers. It is, of course, our business to sell Selo and Selochrome Films and we are endeavouring to do this, and at the same time sell photography. The phrase "Seen the snaps?—they're marvellous," the illustration and the copy are all designed to make the reader feel that photography offers many attractions and should be part of one's daily life.

The July campaign will be starting by the time this is in your hands and we are hopeful that it will bring the dealer good business for Selo Films and for cameras as well. Camera sales mean more film sales and increased business generally.

The Imperial Handbook

The 40th edition of The Imperial Handbook has just gone to press and will be ready for issue about the middle of July. This handbook, as usual, will contain many interesting articles and will appeal to all photographers. Please let us know the quantity you require.
"Seen the Snaps?

they're marvellous!"
Washing Photographic Materials

In view of the water shortage and the possibility of restrictions in the use of water for commercial purposes, we advise dealers to refer to the note under the above heading which appeared in the last issue of The Ilford Courier, and also to adopt if possible the device illustrated on page 8 of this issue.

Giant Showcard, L.M. 6

This new showcard, which is illustrated on page 2 of cover, is now available and will make a very attractive display in doorways and forecourts. It is printed in eight colours and the monochromatic reproduction gives a very inadequate idea of the colouring. Make good use of this showcard all through the season for our joint benefit.

Selochrome Film Pack

Another size, namely 00, has been added to the series of Selochrome Film Packs, which are now available in the following sizes:

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<td>3(\frac{1}{2}) × 2(\frac{1}{4}) ins.</td>
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<td>4(\frac{1}{2}) × 3(\frac{1}{4}) ins.</td>
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Leaflets describing Selochrome Film Pack will be sent to all dealers stocking this line.

Selo Costumes

Selo costumes as illustrated on the following page are available free of charge and carriage paid. Use them for your local Hospital Carnivals, Fetes, etc.