Mr. Bernard Cook celebrates his Jubilee

FIFTY Years ago—on Jan. 6th, 1902, to be exact—Mr. Bernard Cook walked into the office of Mr. John Grove Johnson to start his business career as an executive. Nine months later he became a Director. Now, after many valuable years of initiative, planning and development, during which he has helped to build the firm to its present magnitude, he has decided to relax some of his efforts and take things more easily. Retirement? Oh, dear, no! He will still be coming to the works and giving us the benefit of his valued advice and expert control of manufacture. Mr. Cook is not merely an "inside" man. He has innumerable friends everywhere among dealers, manufacturers and professional photographers. Goodness alone knows how many offices he has held on trade committees and
organizations. His wise counsel was always sought and for Bernard Cook of Johnson's to retire altogether is simply unthinkable. Just recently our Board gave him a jubilee party. It was at the Wembley Town Hall—the biggest hall anywhere in our locality—and all the Johnson staff were invited to do him honour. It was a wonderful affair, for Mr. Cook's popularity with his co-workers is something of which we are all very proud.

"New lamps for old"

A SEASONABLE SUGGESTION

NOW is the time when the family camera is being dug out of its winter quarters and put with the luggage that is being packed for the holidays. There's a patch of greyish fur on the leather covering—father always did say that cupboard was damp—and the lens doesn't look so bright and shiny as it used to. Still, it will be taken away and used on the beach to take those oh-so-ordinary snapshots that seem to content the average folk. It's happening in all sorts of homes all over the country and it's also your chance to do something about it.

MAKE THIS OFFER

Why not put a sizeable card in your window suggesting that you overhaul the poor old family camera. That you can clean the lens, make that rather stiff shutter give the satisfactory flip-flop it used to have, when it was new, and generally put things in working order. And why should I bother, you say. Well, everyone who brings in an old camera is a possible customer for a new one.

A FEW TUT-TUTS

A few tut-tuts and a sorrowful exclamation or two, as you examine it will sink into your visitor's mind and, if you are rather slow about it, you can give him a few moments to get a glimpse of the glossy, up-to-date models of modern cameras on your counter. He'll weaken and wonder if, after all, it might be worth getting a new one instead of having the old stager done up. Don't press him to buy, at this point, but give him a chance to pick up a camera with one of those big, brilliant finders and play about with it while you are making an examination of his old dud. Gradually a desire to possess something better will creep into his mind and then your tact and inherent salesmanship will be able to steer that desire to a more definite conclusion. Try it a few times and see how it works; it will pay you, hands down.
A more convenient pack for an old favourite

JOHNSON FINE GRAIN DEVELOPER is now being packed in new two-part containers, as you have seen in your recent deliveries. This method of packing enables the two powders to be kept entirely separate until required, and ensures that their active qualities are preserved until the pack is opened. Amateurs will like these tins, for they empty easily and there is no annoying lip to hold back the last of the powder. Johnson Fine Grain will give the maximum speed of which the film is capable consistent with normal contrast and excellent grain. It produces negatives that are bright, unstained and perfect for enlarging. Calgon is incorporated in the formula so that, even in hard water districts, an unclouded clean-working solution can be prepared. It’s a developer you recommend to users of miniature cameras with the utmost confidence. These tins are made from a special metal and, when the supply situation permits, others of our popular Developers will be similarly packed.

They'll want Tripods now

Some amateurs think that it is stuffy and pedantic to use a tripod. “Making a parade of it,” they say: but, for the man who takes his work seriously, a tripod is simply indispensable. The holiday maker does not want to be hampered with a bulky affair, such as he may use at home in the garden, and is, consequently, quite likely to be interested in one of the handy and very compact Johnson Telescopic models. They are well made, rigid when set up, and are available in 3, 4, 5, and 7-section sizes.

—and tanks later on

Then there is the returning enthusiast to think about. He will have a dozen or two spools to develop and be eager to see what his negatives are like. A display of Johnson Tanks will be profitable and likely to lead to many sales. For the user of a Rollei, or one of the other popular cameras taking the 120-size film, there is the J 20, a real bargain at 25/- . Owners of miniatures will be interested in the new Johnson 35 mm. tank, selling at 37/6, while the Universal, taking five different widths of film, is an economical buy for anyone at its price of 32/6. Keep your customers tank-minded, and remember—every one who comes in for a tank keeps on coming back for chemicals to use in it.
Are you extracting the maximum benefit from the advertising we have been inserting in the photographic press recently for the Voigtlander cameras? Notice that we never put our name at the bottom of the advertisements—we make the customers come to you for all their information. Both of the two popular cameras, the Perkeo I and the Bessa I have been featured, both together and singly. What can you tell your customers about them?

Let's have another look at the Perkeo I. You already know that there are two models, one with a four-speed shutter and the other with an eight-speed shutter, but the camera itself is well worth talking about. Closed, it is smaller than many 35 mm. jobs, and lighter, too, yet it takes a 2½-in. square picture—big enough to hand around or paste in an album without enlarging. With films the price they are, 12 pictures on a roll is another big economy talking point. The direct vision viewfinder and body release give an easy taking position even for the inexperienced photographer. Explain, too, the meaning of the "ZONE FOCUSING" marks on the distance scale. Between the 10 and 12 ft. figures on the lens mount is a triangle. At aperture f/8 this will give sharp pictures of subjects between 8 ft. 3 in. and 16 ft. 6 in. when set against the focusing mark. A circle appears between the 20 ft. and 60 ft. marks. At f/8 this will render everything sharp between the 16 ft. 6 in. and infinity. For those who "just can't be bothered" (and how numerous they are, too!) these settings simplify matters enormously.

For the bigger picture, of course, the Bessa I is the camera. Here, too, you can talk economy, for every camera is supplied with a removable mask which enables the user to get 16 on 120 if he wants to. Finish? Let the customer handle the camera himself and get the feel of it. Open up the back for him and show him that he can use either 120 or 620 films and at the same time extol the beautiful workmanship inside.

The Voigtlander Vaskar f/4.5 coated lenses fitted to both these cameras give wonderfully sharp, bright pictures in spite of their low cost. And the large aperture means that snapshotting goes on well into the winter. Talking of winter, the flash contacts are going to come in useful.

With Voigtlanders (and every other make of camera) you can sell a "KONTUR" FRAME FINDER. This is a joy to use. Look into it and you see nothing but a white rectangle. Open both eyes and the white rectangle floats just on the scene in front of you enabling you to locate your picture instantly. Wonderful for moving objects. Four models: for 35 mm, 2½ in. square, 2½ × 3½ in. and "Half-20" (Bessa I).

Price £3 12s. 4d., incl. P.T.
Buttons and Bows

Of the making of gadgets there is no end, but a photographic dealer worth his salt will never try to oversell an amateur photographer who is getting enthusiastic about his work. There are, however, two "MUSTS" which every camera user should have; a medium yellow filter and a hood to hold it. Later on, a paler or a deeper filter may be thought necessary, and it is always possible to discourse learnedly on the advantage of a green filter—you know all the arguments—or an Ultra Violet one to cut out the haze on a seascape and to clarify the distant horizons when taking pictures up on the hill tops.

A CHOICE OF TEN

Johnson's offer you a range of guaranteed filters that cannot be surpassed anywhere. You can read all about them in our advertisements, but do not overlook the fact that they are precision-made articles of the highest possible quality, optically ground, so as not to disturb the needle sharp definition of an anastigmat lens, and made from Chance glass, dyed in the mass so that the colour is evenly distributed and fadeless.

HOODS TO HOLD THEM

In hoods, too, Johnson's have a range that can supply every need. The Johnson-Peckham hood, with its scientifically tapered design and its efficient filter holder, has been a best seller ever since we put it on the market. And it still is. Then there is the more recently introduced Autoclip, light, dainty, yet unbelievably steady and strong, gripping the lens securely and holding the filter without pressure. One good sales point with the Autoclip is to talk about the ease with which it can be attached to either a Rollei or a Leica lens. One doesn't have to possess a hood for each, the Autoclip sits happily on the front cell of the lens of either camera.

There is no need to bother about a lot of other "Buttons and Bows" if your customer has these two accessories available.
NOW READ THESE
WORDS OF WISDOM
BY THE EDITOR OF THE A. P.

IN a recent issue of the AMATEUR PHOTOGRAPHER, Mr. A. L. M. Sowerby, the editor, wrote these wise words:

"Of the genuinely essential accessories, we ourselves would put a lens hood first and an exposure meter, or some means of determining exposures, second. In that order, because we would not dream of taking any photograph without a lens hood, while we do sometimes guess exposures. A medium yellow filter comes a good third; though left off more often than not, we use one for all outdoor subjects that include blue sky, with or without clouds. These are the basic accessories that we regard as really essential."

The gadget-loving miniaturist may possible want to add a few other contraptions to this short list, and—bless his extravagant soul—long may he do so. A sales-desiring dealer should see, however, that the more average type of camera user is taught to realise the outstanding importance of having an efficient, tapering hood on his lens and making intelligent use of an optically ground colour filter to bring all the glory of good skies into his pictures. A well-known critic once said, "Bald-headed landscapes are beastly." And so they are.

HERE IS AN ENTIRELY NEW LINE. This outfit is packed in a stout box with a most attractive two-colour label—telling the whole story and acting as a showcard. With this set a beginner can start making his own prints and, when he has used up the chemicals supplied it will not be long before he is coming to you for more. Do not fail to get some of these outfits into your window. They are sound value and are attractively priced at 15/6
The D. & P. harvest
ABOUT TWENTY MILLION PEOPLE WILL HAVE HOLIDAYS WITH PAY THIS YEAR

The rush of D. & P. orders will be upon you by now. Prices are frozen by the W.P.F.A., so very little undercutting need be feared. Customers expect to see their negatives and prints in next to no time, and repeat orders often hang on being able to keep your "next day" promises. But building up a good D. & P. business depends on more than speed. If your darkroom examiner can indicate those batches of prints which are above the average it is always worth while to spare a few seconds for congratulation or approval. It makes the customer feel good. Just in the same way a packet of badly lit, out-of-focus or camera-shaken prints merit a few moments of advice and some hints on how to avoid such troubles in future. A disappointed snapshotter is a dead loss to your business.

HERE ARE A FEW CORRECTIONS TO MAKE IN YOUR PRICE LIST

We have, unavoidably, had to make a few increases in the prices of some of our smaller items of apparatus recently and if you would like to alter your price list, here they are:

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<td>LIFTERS, Print</td>
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<td>Black celluloid</td>
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<td>Stainless steel. Short handle</td>
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<td>&quot;  Long handle</td>
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<td>42 mm</td>
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<td>JOHNSON DARKROOM TIMER</td>
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<td>Clockwork model with seconds dial</td>
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THOSE USEFUL BOOKS

Don't forget to carry stocks of "The New Home Photography" and the "Johnson Photocopia". Offer them to your customers when they come in asking difficult questions. If, however, some technical problem turns up about which you would like an immediate answer you can always ring up, or write to, our Technical Service Department. Mr. A. R. Pippard, B.Sc. and his expert staff are always ready to answer photographic queries and solve the most obscure or knotty points at a moments notice.
BOOK NOW FOR THE JOHNSON LECTURES AND DEMONSTRATIONS

All dealers connected with photographic societies or camera clubs will be interested in knowing about the 1952/53 schedule which is now being prepared by our Lecture Department. The programme is an attractive one and dates are being booked up rapidly. There are interesting lectures—illustrated with lantern slides—available for those who can supply a reader and a lanternist. There are other lectures, usually about the pictorial side of photography, which can be read by a member. These are accompanied by a selection of prize-winning pictures from our competitions which can be handed round or hung up on the walls. Finally there are—for the more important societies—practical lectures conducted by one or other of our expert lecturers at which photographic processes are demonstrated. At these, members have the opportunity of asking questions and getting first-hand information. Get into touch with this department before your club makes up its winter syllabus.

TEN THOUSAND PEOPLE
HAVE BEEN TALKED TO

Our Mr. K. P. MacDonnell has just completed his winter and spring tour round the country. He has visited nearly two hundred photographic club meetings and has, in round numbers, given practical talks to over ten thousand amateur photographers.

OUR NEW DISPLAY MATERIAL

By the time this issue of "The Hendon Way" appears you will have seen our new display material. We are sure you will make good use of it, but we shall welcome any comments or criticisms you may like to make. Suggestions about the sizes and character of the show cards are particularly welcome. No end of people—men mostly—will stop to look at the display in a photographic dealers window and, during the fine weather and the long, light evenings this can be a valuable source of new trade. Make a good display of Johnson Tanks. More films than ever are being exposed and tanks are selling well. Feature especially the new 35 mm., the J-20 and the Universal.

TUPPENCE COLOURED

The purists raise their hands in horror at the very idea of tinting photographs. If the number of Photo Tint sets we have already sold is anything to go by purists must be in the minority. We’ve had some new bottles made for the small sets, square with bright orange screw caps. The boxes are covered with a smart, embossed silver-grey paper and the whole is wrapped in cellophane. There’s a brush and a book of instructions, too.

These sets will look so nice on your counter that we believe that even the diehards will find them difficult to resist at 5/6