The Johnson Stand measured 68 x 24 ft. and was the largest in the Photo Fair.

By 11 a.m., the morning after the 1957 Photo Fair ended, there wasn't a stand in sight in National Hall, Olympia. Just a few piles of gaily painted timber and hardboard rubble, a small army of workmen and a great cloud of dust.

Nothing to suggest that in the past seven days well over 100,000 keen photographers, amateur and professional alike, had thronged the passage-ways between stands in the biggest and best exhibition of photographic chemicals and equipment ever to be held in Great Britain.

It was nice to meet those of you who were able to visit our stand, even nicer when you had a compliment to pay, and to those of you who couldn't manage a visit this year we can only say — try to make it in 1959!

NOT GUILTY—

Reader's letter in the London Evening News dated 29th April, 1957:

"Is the B.B.C. going commercial? Advertising seems to be carried on all day long."

R. P., Wigmore Street, W.1.

We haven't any comment on this, really, excepting that the evening before we happened to be listening to that very cheerful radio show "Life with the Lyons." Young master Richard had, for the purposes of the plot, taken it into his head to become a professional photographer, and we could hardly believe our ears when we heard his father, Ben, give him the excellent advice to " Phone Johnson's factory and ask... "
HULLO TWINS

For many years now our handy attractively packed "Pactums" containing small quantities of photographic chemicals, have had a ready sale to the amateur who had neither the space, or the inclination, to store larger quantities of chemicals. Inevitably, it recently became very clear that if we were to continue to cover our costs on what is a very popular line, we should have to increase our prices considerably.

We have managed to avoid this extremity by the simple expedient of doubling the quantities of chemicals in the packs. They are now called "Twin-Pack" Pactums. Of the ten lines, the prices of three are proportionately the same as they were before, whilst only very small price increases have been necessary for the other seven.

Thus we continue in our determination to keep the cost of photography down.

GOODBYE CARDBOARD

During 1956, in another attempt at economy, we started to pack many of our "user chemicals" in cardboard cartons instead of the more elegant but rather expensive tins.

After a year's experience of this, we feel that although the saving may be worth while, the cardboard cartons are not suitable for the high-quality products of a firm with our reputation. We shall, therefore, for the majority of our products, revert to the use of the more handsome and efficient grey-painted tins as quickly as possible. The picture on the right illustrates our point.

GLOBE TROTTING

As you all know, the company suffered a great loss in February, 1956, on the death at the age of 70, of our Export Director, Mr. Frank G. Murray. Mr. Murray joined the company in 1900 and became a director in 1926. He was renowned for his extensive travels, and over the years built up a wide circle of friends in the photographic and chemical industries, covering almost every country in the world.

We are pleased to tell you that the family tradition is being carried on in the person of Mr. M. F. Murray, F.G.'s son, an associate director and Export Sales Manager of the company.

Since our last issue Maurice Murray has completed a world tour during which he visited Italy, Burma, Siam, Singapore, Djakarta, New Zealand, Australia, Rhodesia and the main towns in South Africa. He also became the first representative of any photographic firm to call on dealers in the island of Mauritius.

An interesting and rewarding trip, although part of the "reward" was a lacerated scalp, concussion, and a fractured collar bone. The combination of a jeep-taxi, native driver and precipitous road resulted in our Mr. Murray being tipped out literally on his neck in the middle of the Burmese insurgent country.
Today's trend in Amateur Photography is more and more towards colour, and recognising this, we are constantly enlarging the range of our products that are especially concerned with colour photography.

It is absolutely essential when using Colour Film to give accurate exposures. There are no opportunities of correcting in development under or over-exposed shots as there might be with a black and white film. Many amateurs cannot afford to buy an expensive electric exposure meter, and it is for these people that the Johnson Colour Calculator has been designed. Produced to B.S.I. standards, the Calculator is extremely accurate and easy to use. Strongly made in ivory plastic with instructions clearly printed in black and red, the Colour Calculator is small enough to slip into a waistcoat pocket and costs only 4½d.

There is a great deal of satisfaction to be had from processing your own colour films, and as the sole manufacturers of Ferraniacolor Processing Outfits we have ensured that even the most inexperienced amateur can produce first-class transparencies in a couple of hours work. Apart from the chemicals supplied in the outfit all that is needed is a tank, a thermometer and running water. The outfits are in two parts: Part 1 costs 5½d., and contains enough colour developer for three 35mm 20-exposure or 2F 20 roll film. Part 2, also costing 5½d., contains Hardener, Bleach Fixer, etc., sufficient for 9 35mm. 20-exposure or 6F 20 roll films.

Temperature control is obviously extra important during colour processing and the Johnson Colour Thermometer at 15½d., graduated from 50-80 degrees fahrenheit and certified accurate to 1/5th degree fahrenheit, provides a sure way of avoiding trouble.

JOHNSON PHOTO COLOURS

Beautiful effects can be obtained by tinting black and white prints and lantern slides with Johnson Photo Colours. The new small sets at 7½d. now contain 9 triple strength pure transparent colours which can be brushed on to a photographic image without any need for sketching or drawing. Full instructions are provided and the attractive full-colour carton lends itself admirably to counter or window display.

Also available is a new, larger, and more comprehensive Photo Tint Outfit. It is called the "Johnson Major Photo Colouring Outfit" and the retail price is 35/-.

NEW VIEWERS!

Earlier this year we introduced our Popular Viewer for 2 x 2 in. colour slides, which at only 15½d., is one of the most effective pocket Viewers on the market. Now we are pleased to announce the arrival of the Jumbo 35, the BIG PICTURE viewer, also for 2 x 2 in. slides. It provides, in fact, a bigger picture than any other viewer in its price range. The double lens system, brilliant illumination with large capacity batteries and a 2.5v bulb, plus the larger viewing area, all combine to bring colour pictures jumping to life. At 38½d. the Jumbo 35 is compact and strongly made in two-colour plastic and leads the field for bigger, brighter, better pictures.
THE BEST
FROM THE CONTINENT

To bring you completely up to date we are pleased to inform you that we are now exclusive distributors in the United Kingdom for the high-precision, super-quality products of the following well-known continental manufacturers:

VOIGTLÄNDER
(Cameras and Accessories)
EUMIG
(Cine Cameras, Projectors, Phonomat, etc.)
BRAUN
(Flashguns and P.A.I Projector)
METRAWATT
(Exposure Meters)
SCHIANSKY
(Tripods)
PLAUBEL
(Cameras)
SCHNEIDER
(Focusing devices)
ZETT
(Still Projectors)

Items of particular interest from the wide range of goods covered are the new Voigtlander VITO IIa folding 35mm. camera, and the VITO BL 35mm. camera with built-in exposure meter.

The new BRAUN P.A.I Automatic Projector for 2 x 2 in. slides with remote control, push-button slide-changing attracted considerable attention at the Photo Fair and is selling well. Owners of the Eumig P.8 8mm. Projector will welcome the Eumig P.8 PHONOMAT, an ingenious device for synchronizing sound with 8mm. film projection. With it the 8mm. enthusiast can now add perfectly synchronized commentary, music, and sound effects to his films.

Owing to import restrictions, delivery of some of the items mentioned is difficult, so always order well in advance.

HELPING THE BEGINNER

Elsewhere in this issue appears a story written by a 10-year-old boy. It's a story with two morals, one of which speaks for itself. The other, not quite so obvious, lies in the fact that a 10-year-old has taken the trouble to write and send us the story at all.

It shows that we are succeeding in our aim of "catching-"em young." Master Tracey is only one of many youngsters who write to us from time to time, and we are greatly encouraged to see this goodwill building up for the future.

We do all we can to make photography interesting, easy, and inexpensive for the beginner, and are continually improving and increasing the range of our widely known Home Photography Outfits.

The new Junior Printing Pack at 13/3d. is rapidly becoming established as a firm favourite for the newcomer to processing, whilst the Exactum Dish Pack, at 7/6d., provides accessories that can be usefully employed with the very well-known Print-a-Snap Pack at 3/6d.

These new outfits, as well as the existing range which, incidentally, are in bright new packs, are being extensively advertised in childrens' magazines and the photographic journals, and continually receive enthusiastic editorial reviews in many of these periodicals.

In our advertisements we are always advising beginners of all ages to ask their photographic retailer for advice.
Photographers are not the only experts who benefit from the continual researches of our chemists. We have for many years been the main suppliers of chemicals to process engravers for making line and half-tone blocks for printing. Recently, when the new Dow-Etch machine was introduced to this country, Johnson's were asked to provide suitable chemicals for use with the process. So Johnson Magnol chemicals were born, and they have proved extremely successful for use with magnesium plates. Results with Magnol in the Dow process were so certain that an adapted version, Magnol A-2 Resist was prepared for use in conventional blockmaking. It is being used for zinc and copper as well as for magnesium plates, and several National Daily Newspapers, already using Johnson Chemicals for photographic purposes, have completely switched over to Magnol A-2 Resist for blockmaking because of the vastly superior printing blocks it is producing.

NOTHING PERSONAL
(we hope!)

During the summer shut-down last year we changed over from coal to oil-burning boilers for the factory's heating and hot-water supply. Just like that! In under a fortnight one 12,000 gallon storage tank and one 10,000 gallon tank were installed, all the necessary mechanical and structural alterations were made, and instead of burning 65 tons of coal a week we now burn 8,000 gallons of oil. Incidentally, we shouldn't like to think that events in the Middle East immediately after the change-over were anything but coincidental; but they did give us some awkward moments!

When Henry Stanley, the Chief Stoker, started in the Boiler House, eleven years ago, the boilers were coal-burning and hand-fired — hard work indeed. Henry's comment on the new system — "Just like putting the kettle on."

A HAPPY MOMENT

Caught by Kevin MacDonnell, who was using a Johnson Syncrolite Mark II Portable Electronic Flash Outfit.
ASK FOR JENNY

Do you ever advertise? If you do, and want printing blocks of our products for illustrations, just 'phone Hendon 8051 and ask for Jenny. Jenny, in private life Mrs. Peter Stroud, is our Advertising Manager's personal assistant and secretary, and although it's a busy life, she'll always find time to deal speedily and efficiently with your requests for blocks.

NO CHARGE!

WINDOW DISPLAY OR W.P.B.?

A few years ago we produced at considerable expense large quantities of showcards for counter and window display. These showcards were sent out in batches to retailers all over the country in response to what we thought was a clamorous demand.

What was disconcerting about all this, from our point of view, was that once distributed, the showcards virtually disappeared from the face of the earth, and were never seen again. We suspect that a great many of them were used either as packing material, or to support local drives for paper salvage. Was it the design of the wretched things, the season of the year, or is it that you just don't want any showcards? We should be glad to hear from any of you on this subject, and in the meantime requests for the new Home Photography showcard will
DON'T MISS THE VAN!

At regular intervals throughout the week vans leave the Hendon works and our other depots to make deliveries to retailers all over the country.

As you can imagine, timing is most important, and you can help us considerably by getting your orders in early. Van journey dates can be obtained on application, and if you can manage to get your orders in FIVE OR SIX DAYS before the van is due to leave its base, our burden will be lightened and you will save yourselves the irritation of "just missing the van."

CARRIAGE TERMS FROM 1.5.57

CARRIAGE PAID
On £5 and upwards Nett Invoice value of all General Goods but not including Trade Developing and Printing Equipment, Projection Screens and similar bulk goods and Hazardous Chemicals.

CARRIAGE CHARGED

BY RAIL, POST OR OTHER CARRIERS.
Cost of carriage on all orders under £5 Nett Invoice value,

DELIVERY BY OUR OWN VANS.
A delivery charge as follows will be made on all orders under £5 Nett Invoice value.

<table>
<thead>
<tr>
<th>Orders under £1 Nett value</th>
<th>£1-Nett value</th>
<th>£2-Nett value</th>
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<td>1/-</td>
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NEW REPRESENTATIVES

By now most of you in the two areas concerned will have met your new Johnson representatives. But for the record, Mr. Ben Proper, lately of our Export Department, has taken over the Midlands from Mr. H. K. Jolly, whilst in the West Country, Mr. G. M. Goddard will cover the territory previously served by Mr. W. King.

"TALE" PIECE

Have YOU got 59 customers?

We have received, unsolicited, and print unedited the following testimonial in story form from Master John Tracy (aged 10) of London, N.5.

THE MAN WHO LOVES PHOTOGRAPHY BUT WASN'T WIZE ENOUGH FOR THE CUSTOMERS . . .

GEOGE loves photography. He was almost a professional, but he only got about 5 customers a month. Geoge likes the developing and printing part of his hobby best.

There was another photographer at the other end of his street who got at the least 59 customers a week. He was much wizer than Geoge.

As Geoge watched with jealousy in his eyes the people crowding round the other photographer's frame he was wondering why the other photographer got more customers than he did. "Are my photo's unclear?" Geoge thought picking up one of his photos.

One day Geoge went round to this other photographer. "How come you get more customers than I do?" Geoge asked.

The other photographer looked up with an eager smile. There was silence for a few seconds. Then the photographer got up. "I worked it out; Why don't you?" he said.

Geoge walked sadly home wondering what he meant.

Next day Geoge went to the chemist. "Please" Geoge said "Let me see the Photographer." "Yes sir, just a minute" was the answer. A few seconds later the Photographer walked up to him.

"Can I help you?" he asked.

"Yes please" said Geoge "I'm a photographer, and I'm loosing a lot of trade."

"Geoge handed a photo he had developed. "I have used the Right expose. Tell me, why has it come out so blurd."

The Chemist Photographer laughed "Why don't you used some of JOHNSON. developer and heres some FIXER and contact paper."

Geoge thanked him and went home. Next morning he used some "JOHNSON."

"I've never seen such a clear photo," he thought.

The News quickly spread around that the pictures GEOGE developed were 100% better than before. From that day Geoge always used JOHNSON and got at least 59 customers a week.

"Now I know what Mr. Dowes meant when he said "I worked it out, Why dont you." —JOHNSONS photographic gear cannot be beaten," thought GEOGE happily.