

SENSITIZED PHOTOGRAPHIC PRODUCTS
PLATES ~ FILMS ~ PAPERS

The *Gevaert* Co.

of America, Inc.

TELEPHONE
COLUMBUS-5
1223-4-5-6-7

423-439 WEST 55TH STREET
NEW YORK CITY

CABLE ADDRESS:
"GEVAFILM"
CODES USED
A.B.C. 6TH EDITION
WESTERN UNION

CHICAGO
SAN FRANCISCO
TORONTO
MONTREAL

THIS COMMUNICATION FROM OUR CHICAGO BRANCH 160 E. ILLINOIS STREET
TELEPHONES SUPERIOR 7670-7671

Nov. 6, 1933

Mr. Harral Ayres
Gunter Hotel
San Antonio, Texas

Dear Sir:

We acknowledge receipt of your favor of the 3rd and are inclosing herewith catalog issue of our trade magazine The Sensitizer together with condensed descriptive circular on our Ronix self-toning paper.

We note that you mention a water developing paper whereas Ronix requires printing in sunlight sufficiently deep to bronze the shadows and then immersion in a solution of ordinary Hyposulphite of Soda and water. The results secured from average negatives are a beautiful sepia tone, preserving all the half-tones and gradations. We are not sure that this method will be adapted for the reproduction of the picture which we note you desire to distribute commercially.

We are of the opinion that if the original is in good condition and you can secure an average good negative from same, you will have no difficulty in making satisfactory prints. The cost of Ronix, however, would figure considerably higher than ordinary chloride developing paper and particularly on account of the time consumed by printing in daylight. It might be well to order a small package of Ronix as a trial before deciding definitely on the stock you wish to use.

May we remind you that our customer Southwest Photo Supplies Co. of your city will be glad to be of



(Say Gay-Vert)

MAIN GEVAERT FACTORIES: ANTWERP, BELGIUM. ESTABLISHED 1894

BRANCHES: LONDON PARIS TURIN MILAN NAPLES BERLIN VIENNA BUDAPEST PRAGUE COPENHAGEN
STOCKHOLM MOSCOW THE HAGUE BASEL BARCELONA BUENOS AIRES RIO DE JANEIRO MONTEVIDEO HONGKONG