

AFTER YEARS OF DILIGENCE AND COSTLY EXPERIMENTATION

we are proud to announce

## A Completely New PHOTO STUDIO

Offering for the first time in the history of photography . . . an exciting  
new dimension in Portrait Pictures on Kodak Direct Positive Photo Paper

We Introduce



### QUALITY PORTRAITS • 16" x 20" POSTER SIZE

COMPLETED IN MINUTES WHILE CUSTOMER WAITS

Now a Photo Studio that can produce excellent pictures **every time** . . . richer in quality . . . finer in tone . . . with sharper detail . . . and with all the excitement of the subject standing out in near Life Size.

Customers choice of beautiful Black and White, or Brown and White pictures. Excellent electronically-controlled lighting allows wide range for shade preference.

Start making real money. This Studio can gross between \$30.00 and \$50.00 an hour (when 2 or 3 persons are in the picture you make \$1.00 and \$2.00 more per Portrait). Profits are big and additional money is made with the sale of frames, tubes for mailing Portraits and coloring.

Because our **BIG SHOT** Portrait Photo Studios require attendants, customers are assured of excellent pictures every time. Repeat sales are more certain, and your investment becomes profitable and secure.

Studio is well constructed and can be completely assembled or dis-assembled in about two hours.

**BIG SHOT** is built with no mechanical working parts. Our unique camera is well designed and pictures are snapped with a Syncro Electronic Shutter which is guaranteed for one million snaps.

Background sceneries encourage souvenir pictures to be taken.

**BIG SHOT** is ideal in large shopping areas, department stores, amusement parks, tourist centers, military bases, resort areas, arcades . . . wherever there are people.

Never before has there been a studio that could make 16" x 20" **BIG SHOT** Portraits in such a simple way without negatives or enlarging. Dark room for developing the pictures is compact and convenient. The chemical process is simple and a person can be taught in less than an hour.

Cost of maintenance is very small. Cost for parts will consist mainly of replacing Strobe and Photo Flood Lights, Fluorescent Tubes, Condensers . . . and only when they become worn from long use.

Our **BIG SHOT** Photo Studio will cost about \$2,500.00. (You could invest more than \$50,000 in another business and not do as well.)

There is nothing like **BIG SHOT** . . . it is completely new to the world and there are many excellent locations for highly successful operations. Public acceptance will be great because of the superior quality Portraits at a cost much less than professional photographers would charge (we will carefully train all operators of **BIG SHOT** Studios).

Get into the picture of big volume and big profits . . . with **BIG SHOT**.

Size of **BIG SHOT** Photo Studio — 10 feet, 7 inches long; 44 inches wide; 6 feet, 5 inches high.

This announcement is not a solicitation for orders, nor a commitment to make shipment, at this time. It is an invitation for your reaction, consideration and, most important, for your inspection of our **BIG SHOT** Photo Studio with demonstrations in our Utica plant, by appointment, effective at once.

Now that **BIG SHOT** has been tested and proven, we have begun production of 10 Studios which will immediately be placed at locations under our supervision and ownership. Subsequent production runs are scheduled for not less than 40 Studios per run on a regular basis.

**BIG SHOT** . . . a milestone in space-age instant photography.

**BIG SHOT** . . . the right approach for big volume, big profits and big public acceptance.

Come to Utica soon . . . and meet **BIG SHOT**.

Write or call for an appointment.

Developed by Edward A. Hanna

## PHOTO REPRODUCTION MASTERS

103 Pleasant Street • Utica, New York 13501 • Phone 315/797-2839