

THE MALVERN PORTRAIT,

SIZE OF PRINT, 6 X 3.

EDWIN OBORNE begs to call the attention of the Photographic Profession to a new size of Photograph, lately introduced by Mr. NORMAN MAY, entitled as above. Several leading Photographers, who have inspected the Specimens, have formed so favourable an opinion of them that they have decided to commence the "The Malvern Portraits" at once, and are now preparing Specimens of their own, and fully anticipate good business results.

This size will be found much more manageable than the "Promenade," although equal effects can be obtained. They can also be printed as full-length Cabinets, or as Bust Cartes, as the size of figure will be found suitable for all three styles.

They are taken on the ordinary Cabinet Size Plate, and require no extra apparatus, and are admirably adapted for full for half-length figures, especially of ladies and children.

OPINIONS OF THE PRESS.

The PHOTOGRAPHIC NEWS (July 9th) says:—"Rare artistic treatment. What the Carte is to the Cabinet, the 'Malvern' is to the Panel or Promenade."

The *British Journal of Photography* (July 2nd) says:—"The new size admirably lends itself to the artistic rendering of similar subjects to those we have been familiarised with in connection with the Panel Portrait. The 'Malvern' is in fact the Panel on a reduced scale. This reduced size, while retaining the symmetrical proportions of the fashionable Panel Portrait, will, we think, recommend it to many, especially as it can be produced with existing apparatus."

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