

Address: P.O. Drawer 2602.

Office of Publication: 11 Jordan St., Toronto.

Devoted to the Interests of the Professional and Amateur Photographers.

Vol. III.

## Toronto, April, 1894

No. 4.

Terms for Subscription: \$2.00 per year. Single Copies, 25cts.

## OUR ILLUSTRATION.

Our illustration this issue comes from the studio of Wm. Still, Orangeville, one of Canada's well-known photographers and a prominent member of the P. A. of C. The paper used was the popular "N.Y." Aristo.

## EDITORIAL CHAT.

In all branches of business, specialties pay, always have a specialty and always let people know it, when one is worn out, get another. And of all things, don't make it cheap.

THE Photographic Salon for 1894 will be held at the Dudley Gallery, Piccadilly, from October 1st to November 3rd. The Hon. Secretary is Mr. Alfred Maskell, and Chairman of

organizing committee is Mr. Geo. Davison. The object of the Salon is "to collect, for exhibition only, that class of work in pictorial photography in which there is distinct evidence of personal artistic feeling and execution." The Salon of 1893 was a great success.

The flurry in customs duty just indulged in by the Government will not affect prices to the consumer to any great extent. Touching Photographic material, our law makers might be said to have done a few things that could have been left undone, and left undone a number of things that the photographer would have been glad to have seen done. The above wording may sound rather familiar to some of our readers!

DID it ever occur to you to suggest to some of your solid men of the town