

PHOTO SUPPLY DEPARTMENT

STATIONERS AND PHOTO SUPPLIES.

In the last few years photography has become so simplified by improved methods that a novice with a little diligent practice can take and finish a picture in a creditable manner. This is what is increasing its popularity. In the larger towns and cities there are stores which deal in photo supplies exclusively, but in the smaller places druggists usually handle them. A few stationery stores have ventured to carry a line of kodaks and supplies, but the majority of dealers are inclined to be a trifle sceptical about the issue of such a venture.

A few years back when kodaks were many times more expensive than they are now, it was not everyone who could afford to take advantage of this fascinating work, and the trade in this line was not large. But now, that the prices are within the reach of every individual, and the simple methods by which photos may be produced, have given them a place in every walk of life, they are becoming more popular each day, and sales are increasing in every town in Canada. It is as much in the stationer's sphere to handle these goods as any other dealers, likely more so, therefore, they should look into this developing trade.

The stationery dealers who are now carrying a line of photo goods will do well to give this end of their business extra attention. There are no doubt numbers of people in your town who merely need the fact broached to them that it has become quite easy for an amateur to make photos with the improved methods, and they would be more than interested. In your advertisements, suggestions like these would be valuable factors in working up trade in this line. Or try and interest those of your customers who you think are possible buyers, by displaying and explaining your lines.

THE IMPROVED KODAK AND SUPPLIES.

Every year marks a distinct step forward in the development of the kodak system. The advance from the kodak of 1888, making a round picture two and one-half inches in diameter and selling at \$25.00, to the efficient and inexpensive kodaks of to-day, shows what can be accomplished by a sustained effort to produce goods of the highest merit.

And the advance has not been confined to the kodak alone. The daylight-loading cartridges, non-curling film, machine and then tank development have followed each other in rapid succession. The printing processes have been equally simplified and improved. Solio and Velox and Eastman Sepia have taken the place of the old Albumen printing, and Kodak Dry Mounting Tissue is supplanting the use of paste. Every step in kodak work is now simple, easy and satisfactory.

There have been a multitude of little improvements in kodak goods this year. Among the notable new things are the Dollar Brownie Developing Box for daylight development of No. 1 and No. 2 Brownie films, the 2A Brownie Camera for pictures of the popular 2½x4½ size, the 4x5 Folding Pocket Kodak, and the Brownie Enlarging Camera, which makes it possible for the army of

Brownie users to make large prints from their small negatives, easily and inexpensively.

There are new papers and albums and tripods and specialties that are sure to interest the advanced as well as the novice in photography.

"I'm feeling quite comfortable to-day," said Meredith Nicholson, novelist, to a visitor, "perhaps a little jubilant, as a man may feel over an unexpected and, it may be, undeserved honor. I hope to continue to wear my usual size of hat, however, and modestly bear in mind that somewhat trite saying that pride goeth before a fall."

"What's happened?" asked the visitor, sympathetically.

"I've just learned," said the novelist, "that my story, 'The House of a Thousand Candles,' has been translated into Norwegian, Swedish, and Danish. I'm trying to figure it out, but can't understand why those people of the far north, up there toward the land of the midnight sun, should take so kindly to a novel of that kind."

"That's easy," said the visitor. "It's all in the word 'candles'; they're thinking of tallow candles. Their taste runs that way."

And the novelist, more in sorrow than in anger, opened the door that his visitor might depart as speedily as possible.—Indianapolis News.

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On a shelf in a New York bookstore, where a grave attempt at classification by subject is made, a volume of Marten Maartens' novels was found in the religious section, flanked by Baxter's Saint's Rest and other calls to the "higher life." Curious to discover the occasion of its being in such goodly company, I made an examination of the title page and found it to read "Greater Glory—A story of high life." On assuring the stock clerk that he had gotten the book a story too high, he meekly transferred it to the shelf with "East Lynne" and others of the classics.

Trade-Winning Lines

Progressive Booksellers in increasing numbers are handling our "Wellington" Plates, Papers, Films, etc. They recognize in

"WELLINGTON" PHOTO SUPPLIES

the best obtainable. If you are not sharing in the profits these lines bring, you should be.

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