

your discovery be of value to the fraternity—and remember how many simple accidental discoveries *have* proved of inestimable use—we shall give you full credit for having freely given your knowledge to your brother-photographers through our pages.

And you, brother, who encounter a difficulty sometimes;—I mean *you personally*—write to us and state your trouble freely, our answers column is ever open to you, and we will there always render that assistance that is assured by a competent staff of skilled workers in the practical departments.

And you, fellow-worker who may possibly sometime have a grievance: to you our correspondence column will be open, in it you may ventilate your grievance and demand a public reply,—all we ask is moderation of language and suppression of personalities.

Manufacturers one word to you: Photographers of all grades recognize in you the valuable means to an end. Without you our beloved art would be virtually at a standstill, and it is mainly through your untiring energy, in placing upon the market instruments of the very latest design, and materials of the highest grade ready for immediate use, that we—that is practical photographers—are enabled to devote our whole time to the intelligent production of finished photograms instead of being perpetually hampered with the necessity of preparing our own dry plates, emulsion papers and the hundred and one other things with which the old-time photographer had to struggle. These difficulties you have removed, and you have placed within our reach materials of the very best quality at very reasonable prices. To you manufacturers I make an appeal, and I make the appeal in the interests of our readers generally, to whose notice we

wish to bring every valuable novelty, whether they be instruments, plates, papers, chemicals or books, *as soon as they are upon the market*. Will you, therefore, when about to introduce a useful novelty acquaint us with the fact? Will you send us the fullest possible information *at the earliest possible moment*? We will be pleased to notice your goods if they tend in any way to the advancement of Photography, and if you will send a *small* block to *The Editor, P. O. Drawer 2602, Toronto*, and an imprint of it to me when sending your particulars, we will always try to afford the necessary space. By this means we hope to bring you—manufacturers and consumers—into nearer relationship to your mutual benefit.

I have only to add that I feel honored by my appointment and shall fulfil my duty toward you all to the best of my ability. I feel a keen interest in a Photographic Journal that is *truly and essentially Canadian*, and I shall do all in my power to assist in forwarding the interests of members of our fraternity.

I shall probably be influenced in my work by some years of association with a man for whom I have a deep love, and of whom I cannot speak in terms too high. I refer to H. Snowden Ward, editor of *The Practical Photographer*, and if occasionally I follow somewhat upon his lines, I believe that I shall only be doing the very best in the interests of our supporters. Reader, will *you* write me a few lines—a few words even—telling me which department of this journal gives you most pleasure and the greatest benefit? At the same time if you have anything of interest to communicate will you enclose it? I cannot promise to answer all of you through the mail as I expect to be flooded with letters—one from