

PUBLISHERS' NOTICE.

The disastrous fire that occurred in this city on Sunday morning, January 6th, completely destroyed the issue of this JOURNAL for the month of December that was to have been ready for mailing on Monday the 7th, also everything connected with the JOURNAL. For this reason we shall be unable to issue a JOURNAL for December. We had gone to considerable extra expense in order to end the year with an unusually interesting and well illustrated number, as is our custom. Of the great bundle of original copy and the numerous half-tones there is not a trace left. All the headings and electros of all kinds including all advertising cuts were likewise consumed, so that we had to build an entirely new frame for our JOURNAL. Luckily our subscription lists were in the hands of the mailing agents and are saved. From them we have tried to notify advertisers and subscribers of our loss, although in the hurry of the moment we may have omitted some names. Under the circumstances it was something of an undertaking to get out a January number, every advertisement having to be set, new copy prepared and new blocks made. We immediately arranged with a new printer, Mr. R. G. McLean, to rush out for us, what we shall term an emergency number, and for which Mr. A. H. Howard has kindly contributed a very appropriate special heading. The short space of time in which Mr. R. G. McLean turned out the present number, together with the handsome style in which it is done, speaks well for our JOURNAL in the future. We shall make the JOURNAL better than ever before, and hope to receive the valued support in the future that you have so kindly given us in the past.

We had received a number of letters for publication, also communications from club secretaries, etc. We request the writers of these to kindly send us duplicates as early as convenient. To those who had so kindly contributed to the columns of this number, we wish to express our regret that their valuable matter was lost. Where possible, we should be most pleased to have the matter re-written for us. We particularly regret the fact that several valuable half-tone blocks belonging to subscribers and friends were lost.

We wish here, to sincerely thank the many friends who have showed their friendliness and good will by their appreciated messages of sympathy and encouragement. It is very gratifying to find how large a portion of our subscribers and advertisers are also our friends.

Sincerely yours,

THE CANADIAN PHOTOGRAPHIC
JOURNAL Co.,

Geo. W. Gilson, *Bus. Mgr.*

OUR ADVERTISERS.

We are rather proud of the standing of the advertisers who use our columns. They collectively represent a yearly business of many millions of dollars.

Individually they are all men or firms of sterling business qualities, and it is with much pleasure that we conscientiously recommend them, as we are often called upon to do. We have, since the birth of this journal, been compelled to refuse quite a number of "ads," some offered at a material advance on regular prices, some of these, too, at a time when we had to turn our back to the tempter in refusing. But at the start we decided to keep our reading matter clean and wholesome and our advertising pages free from anything suggestive of fakes.