

Canadian Photographic Standard

Vol. VII.

April, 1899.

No. 4

P. A. of A. 18th Annual Convention
Celoron, Chautauqua Lake,
July 17th to 22th inclusive
Secretary **GEORGE B. SPERRY**

CHANGE IN PAPER PRICES.

WHY AND WHEREFORE

T. W. PATTISON.

The advance of 60 per cent in raw paper stock made by the foreign mills has, of course, had its effect on the sensitized paper market. Gelatine papers have been forced up 50 cents per gross, or from 50 cents to \$1.00 for cabinets. Very little change has been made in the American Aristotype papers; Aristo jr. has been reduced 5 cents per gross. Platino Cabinets advanced 15 cents.

Discounts to dealers have, however, been changed, which will, of course, effect a similar change in dealers' discounts to photographers.

Consumers of permanent high-grade collodion paper will suffer little or no inconvenience, but consumers of cheap papers will be obliged to raise their price of photographs or suffer loss.

The most notable feature of these changes is the small advance on American Aristo papers compared with the advance in price of raw stock and other brands of sensitized paper. This is due to the enormous increase in the demand and output of these time-proved permanent brands of paper, enabling the American Aristotype Co. to gradually and legitimately reduce the cost of manufacture by virtue of the economy which always accompanies such conditions, and thus in part balance the increase in raw matter.

No thinking photographer who is willing to glance back over the past

ten years of the photographic paper history will take any stock in the advertising howls of trust and combinations, so far as it is intended to reflect on the fair treatment of consumers by the American Aristotype Co. History stands for itself, and no man can dispute it. The photographic paper history of the past ten years, which has made and ruined many a photographer, stands as a monument to the fairness and loyalty of the American Aristotype Co. to the fraternity. Steadfast in its motto of permanency, it has stood the abuse and attacks of over sixty concerns which have entered the field against it, and have tried to make photographers believe equally as good goods could be made and purchased for less money. Not one of these sixty concerns has a leg to stand on to-day. They all have entered the field with large claims of merit, have exhausted every catch-cry to attract attention and trade, and one by one have closed their career, carrying with them many a hard-earned dollar and reputation belonging to photographers who have believed in their glittering claims and promises.

During all this history the American Aristotype Co., the pioneers of the business, has stood solid as the rock of Gibraltar, fulfilling their pledge made to the fraternity, and thereby gaining the confidence and respect of every progressive and thinking photographer in this country. It has no need of trusts to increase or maintain its business. It stands on better ground, a record of honesty and liberality, a record of having made goods which never yet have been equalled for the price asked, and which have never yet been approached for permanency except by carbon.