

The Canadian Photographic Journal

DEVOTED TO THE INTERESTS OF THE

GEO. W. GILSON, *Editor and Publisher.*
Address : P. O. Drawer 2602.
Office of Publication : 38 Adelaide St. W.

Professional and
Amateur Photographer

VOL. I.

Toronto, November, 1892.

No. 10

Our Terms for Subscription :

\$2.00 per Year. \$1.00 per Six Months.
Single Copies, 20c. In Advance.

Advertising :

Rates for space furnished on application.

To the Professional Photographer.

HITHERTO, in the pages of THE CANADIAN PHOTOGRAPHIC JOURNAL, I have talked mainly to the amateur, and now I feel like having a few words with the professional, although well aware that in that I shall have by the lug a very different sow.

I am not a professional photographer, but have been more or less closely connected with the fraternity from the time that Popowitz made the first daguerreotype in Scotia's ancient capital, and got a pound each for about $2\frac{1}{2} \times 2$, down to the present time, when, alas ! able men do not get a tenth of that sum for ten times the labor. I have been intimately connected with them all through the times of prosperity, when it was almost as easy to make a fortune as to roll off a log, and the connection continues still, when the great majority are constrained to be satisfied with prices that

afford but a meagre profit on the cost of the material employed, and so can truly sympathize with them, or with most of them, in their struggle to make ends meet.

For my present purpose photographers may be divided into two classes: the few who are successful, and the many who are not; the few who have the ball at their foot, get something akin to remunerative prices, and have their engagement books filled for many days in advance; and the many who wait for the chance customer with that hope deferred that maketh the heart sick. To the former I have, in this article at least, nothing to say, but earnestly seek the ear of the latter, in the hope that by reasoning together we may find a means of making the clouds roll by.

While the quack is content to treat the symptoms, the good physician does not expect to effect a cure until he has diagnosed the cause, and following the good example, let us, my friends, try to ascertain what has been at the bottom of the so-called degradation of photography as a profession. I say so-called degradation advisedly, because professional photography has not suffered