

## TRY AND BOOM YOUR BUSINESS.

By C. L. WEED.

As a general rule March and April are dull months in the photograph business, and the average photographer thinks he must cut prices on his work to stir up trade. Now, what a foolish idea! He will do a lot of work for a short time, and load up his regular customers with work, and may perhaps catch a few people for pictures drawn in by the bait of "cut" prices; but it will take him a whole year to get over the bad effects of a run, and his business suffers from a lot of bad work, necessarily done in a hurry, and as a result his best trade go elsewhere, when they want something good done. Now just step into your reception rooms and look at the work hanging on your walls; look at it good. Isn't it time most of it was consigned to the back room or furnace? If you will just spend a few hours in your negative room and pick out a lot of your best work, and have a lot of new samples made—don't stop at a few cabinets, but get out the best you have got in all sizes; print them on the new mat paper (Aristo Platino), mount on plain white board, and then remount on either terra cotta colored or queen's grey board, with wide margins, and put them up in the reception room; then advertise an opening reception for, say, three days of the week; invite the people in to see what you have been doing the past year. Show them you are up to the times, and progressive. It may cost

you a few dollars, but it will be the cheapest "ad" you ever indulged in; it will attract people to your place who never were there before, and instead of cutting prices add a few new mounts, and raise the price of the new styles. You maybe won't do quite as much work as at cut prices, but you can take more pains with what you do, and make a profit on your work. Add an orchestra of three or five musicians, if you can afford it. People like music, and will drop in to hear that if not to see, and they will get interested in your work. Try it; don't cut prices, it will pay you in the end. Again I say, try it.

## SPEECH MADE BY S. H. MORA AT THE NORTH-WESTERN CONVENTION.

GENTLEMEN,—Your Secretary, when he requested me to address you to-day, assigned a rather difficult task. It is usual for those who speak at conventions to confine themselves to technical subjects, but notwithstanding the fact that I have travelled extensively, have met most of the bright and shining lights of the profession, and am at all times ready to absorb any new ideas that may be diffused, I was unable to think of any technical subject that would not sound hackneyed and be tiresome to you. I have, however, observed two things, and as it is usual for those who do most of the talking at conventions to tell what they know, or what they think they know, I will, with your forbearance, give you the