

Photo Supply Department

How much consideration does the photo supply department of the average store get at this time of the year, when attention is mostly centred upon the other lines. It might be safely said that this department is almost entirely neglected in numerous cases. Yet the Christmas season offers great opportunities for the sale of photo supplies, if they are properly pushed. The merits of a camera as an appropriate and excellent Christmas gift should be brought to the mind of the public. Each year sees an advance in the sales of photographic outfits in the winter season, and it is apparent picture-taking of winter scenes is becoming more popular with the progress of time.

Green fields and summer skies are by no means essential to photographic pleasures. To the people who love the camera there are pictures of a rare charm in bleak November as in the softer days of June. The brown and rugged fields with dying shrubs along the old rail fence and naked trees silhouetted against a cold grey sky hold many a picture. The ferns by the old stone wall, snow laden now, present fine opportunities for the camera and the park with its fresh fall of snow, broken here and there by an early morning pedestrian, gives a charming study in the high light and shadow—all nature invites the camerist. And then there are indoors, too. Home portraiture with the simple lighting of an ordinary window is not half as difficult as most people imagine. Good pictures, by the improved methods now used in flash photography, are easy to make and in every step of camera work there is a charm of simplicity which wins new friends to the realm of photography.

Has it ever occurred to the dealer that the principle of persistent reminders will build up a demand for a certain kind of goods. It will, and this principle, if adopted, for enlivening the sale of photographic outfits will undoubtedly prove successful. The dealers who are always advertising in papers and sending out circulars to their customers and prospective buyers, can keep up a persistent reminder with good effect by merely making mention of their line of goods on each occasion. If this idea is correctly and persistently followed, gratifying results will surely come.

Offering of Prizes.

Has it ever occurred to dealers in country towns that the offering of prizes for the best work in amateur photography may prove of infinite value in promoting sales, not only of photographic supplies, but of all lines of the business generally.

A prize might be offered at the end of each month for the best photo or assortment of photos handed in for competition by amateurs.

A corner of the store could be set aside for displaying the work of the contestants, each contribution having the name of the person who owns it, in connection.

A prize might be given, not only for the best finished work, but for pictures which are remarkable for originality, such as snap shots of animals in various poses.

Some very interesting photographs of animal life are appearing on picture post cards, from which the dealer can get ideas to suggest to those who enter into competition. Some of the most interesting cards show whole litters of pups together, and they seem not to have

lost, by the camera, anything of their awkward, amusing and ugly grace, wherein lies so much of their charm. Newfoundland, shepherds, collie, pugs and hound groups vie with each other in admiration. A card which evidenced great skill in posing is entitled "A Close Corporation," and there is no doubt but what the photographer, who was responsible for the picture found the work more than interesting. It shows six little brothers and sisters whose mamma evidently chose a dog of alien breed to father them. Nature very impartially divided characteristics, giving them a distinct leaning toward one side of the house and the other as plain as inheritance from the opposite side. As sometimes happens in a litter, two of the dogs are considerably larger than the others, and these have been chosen as "end men" in the photograph. The two dogs in the middle are posed as if in earnest conversation with each other over some subject which seems of weighty importance to their young dog minds. Next to the end, with her head cuddled up on her brother's shoulder, nestles as affectionate a bit of femininity as dogdom could produce. The brother bears the burden with a humorous twinkle in his eye, which seems to suggest that he thinks little Miss Shaggy-ears is practicing the art of her sex very early in life.

The taking of such pictures as these must prove of exceptional interest to the amateur photographer, dog-lover and student of nature. And the dealer who cares to increase sales by creating a new interest and enthusiasm in amateur photography in his town, cannot do better than offer a prize and start competition in amateur picture-taking of all varieties. It is by such means as these that the dealer gains publicity, which attracts customers to his store.

Where to Get Them.

Last month there appeared in this page some particulars about the goods of the Kodak Co. Let our readers might assume that the Kodak Co. are the only people who supply plates, papers, films, etc., it should be known that "there are others." One firm that can be unqualifiedly recommended to the trade is Ward & Co., of Montreal, who handle the Wellington brand of plates, paper and films. This firm are building up a nice trade among Canadian stationers and their square dealings are bringing them into a strong position.

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