

this ad is the wrong use of capitals. One of the first lessons taught in the junior spelling classes of the public schools is the correct use of the capital. The first word at the beginning of a sentence, a proper name, the Deity, or the first word in each line of poetry will afford almost all the opportunities for the legitimate use of capitals that any writer of English has a right to.

There is no reason why an ad should not be correctly spelled and punctuated. The most frequent reason why ads are not properly written and set up is carelessness. Carelessness in writing and setting up an ad is almost as inexcusable as carelessness in putting up prescriptions.

The adjectives and nouns in the first sentence are somewhat confusing. Balmzoin is "free from that sticky feeling." What sticky feeling? Surely not the mucilage or sticky-fly-paper feeling. They have "that sticky feeling," if that is the one meant.

The price, "25c." is away out of proportion for the size of the ad. There is no excuse for making the price the most prominent thing in the ad. If those three type characters were of such a nature in themselves to attract attention, there would be some reason for making them the most prominent thing in the ad. The price is not the most important by any means. Balmzoin and what is said of it are quite as important as what is charged for it.

Naturally with this setting the firm's name has had to take a back seat. It should have been kept more prominent.

Here is what I would consider an improvement both in wording and setting on the above ad.:

Balmzoin

(For the Skin)

Makes the skin soft, white and smooth.
Good for chapped hands, rough lips or redness of the face.
Smooth, healing and dainty.
Can be used at any time.
Is not sticky like other lotions.
A little of it goes a long way.
25 cents.

BLANK & CO.

117 Healing Street,
BLANKVILLE

Paraform collodion is a mixture devised by Unna, consisting of collodion containing in solution 5 per cent. of paraformaldehyde. It serves to desiccate and destroy small cuticular excrescences.

Photographic Notes.

Toning Solution.

The following is recommended as a good formula for making a toning solution to secure black tones on gelatine printing-out paper:

Sulpho-cyanide of ammonia...	1/4 oz.
Chloride of gold	15 grs.
Caustic potash.....	15 grs.
Water.....	10 1/2 ozs.

A TRIPOD HINT.—Another method of restraining the wandering propensities of one's tripod screw is, where the tripod top is of wood, to bore a hole in its edge and screw in the screw whenever it is not required for its legitimate purpose.

TO FLATTEN PRINTS.—To flatten prints which have been allowed to dry naturally, and which are therefore cockled, lay face downward on soft pad, get a flat ruler with a straight edge, perfectly free from roughness, or any similar tool, press gently with edge on back of print, which should be slowly drawn away from underneath the ruler. This, when repeated two or three times, will iron the print out quite flat. Do not press too heavily. Draw the print away by a corner.

A CHEAP ROSE FOR WASHING NEGATIVES, ETC.—Procure a round tin, such as is used for tinned salmon, or a condensed milk tin will do, and punch two holes half an inch from the top opposite each other; pass a piece of wire or string through these to form a handle to hang under water tap. Into the bottom punch a number of small holes with a needle or any other sharp instrument, and you have a rose tap equal to all the requirements of the ordinary photographer, and at a cost of nothing. To prevent the tin from rusting, coat it inside and out with etching varnish.

Hints to Beginners.

The following suggestions upon the care of photographic apparatus, and also the hints on the subject of photography, are intended solely for the perusal of the many amateurs who are anxious to learn the art of photography, and to whom the first steps are of the greatest significance.

After selecting a camera of any good make, the first and most important point is the construction of a dark room, *i.e.*, a room or closet which does not admit light, as all plates are sensitive to white light, and can be opened and examined by ruby light only. The best results will

be obtained by deciding upon the use of one kind of plate (that of some good maker), one kind of paper, and one kind of developer, and adhering to them until thoroughly familiar with them. Experimenting and continual changing lessen the chances for a beginner of producing successful work. See that all solutions and trays to be used are properly labeled. Keep solutions in bottles well stopped, a rubber stopper being preferable to one of cork, especially for ammonia.

Don't mix your trays; have developing tray one color, toning tray another, and hypo another. Hypo in the developer will spoil both developer and plate.

To prevent plate spoiling, keep them in a cool, dark place. Sensitized paper should also be kept in a dark, dry place. Occasionally wipe out the inside of the camera with a cloth, to remove dust which might settle on the plate, causing "pinholes" to appear in the negative.

To make clean work, dust off the plates with a camel's hair brush, after placing them in the holder; also frequently dust out the holder.

Do not allow your camera or lens to remain in the sun when not in use. Lenses should always be protected from dust and scratches. When going any distance it is always well to provide yourself with an extra ground glass. You may break it just when you wish the use of it most.

To take dimly-lighted interiors it is sometimes desirable to render the ground glass more transparent, which may be accomplished by applying a little glycerine to the ground surface.

In taking any view, remember to always expose for the darker points, leaving the better lighted portions to take care of themselves. By following this rule you will save yourself a great deal of disappointment and a great many plates, or film. Over-exposures are preferable to under-exposures, provided you can restrain your developer.

Don't be afraid to thoroughly develop your negative; wait until the image has almost disappeared from it. A great deal of the trouble you seem to have in getting clear prints comes from under-developing.

There are many good developers on the market now that do not stain the hands. Use them. Your wife will be better pleased; so will you.—*Photo-American.*