

the ordinary gas or lamplight, but this little scheme with the candle does very well. When the proper focus is obtained, the plate-holder is inserted, the slide drawn, and then everything is ready for the exposure. In making the latter care should be taken to prevent the light rays from entering the lens directly, as this would fog the plate. Whenever possible the flashlight should be touched off at one side and behind the camera, and at a height of four or five feet from the floor.

Portraits and groups are best taken by means of diffused light, which is easily produced by placing a screen of white cloth before the source of light. One of the drawbacks of flashlight photography is the strong contrast which it produces, but this may be obviated to a great extent by giving more than one flash. Reflectors of white cloth and paper are also useful.

In conclusion I want to say that there are many men who are prevented by their profession or business from photographing in the daytime, but who would find flashlight photography an agreeable pastime that could be practised every night in the year, and would leave an occasional holiday for landscape photography and out-door work.

SUCCESS OF A SUCCESSFUL PHOTOGRAPHER.

By W.

Don't misunderstand me in the meaning of this. It only hits those that have not made a success. Business can be done in a photograph gallery as well as it can be done in any other business that requires intelligence. Men are waking up from that long dream about our forefathers' methods of doing business. In those days people felt that it was an honor

to sit for a photograph made by the leading photographer of their city, but now it is an honor for the photographer to have them sit. That is the reason it is harder to do business now-a-days. Some will make a grand success by putting their gallery on the ground floor. I agree with them, for I know a photographer that has made a barrel of money in only four years. It is convenient for a person to get to and from your reception room. I heard a lady say to one of the lady clerks in a ground floor gallery, "I was just passing, and thought I would step in and price your photographs. I was coming down the street and I saw some very pretty baby photos, but I could not leave my baby down stairs, and surely I could not climb them, and my baby screams every time I take it into an elevator, so I stepped in here." The people claim it takes too much time to go up two or three stories just to inquire for photos, but if they are stuck under their noses they will notice them. They get a chance to see the pleasant faced reception-room clerk, and when they enter, if a clerk will meet them at the door with a smile and escort them to where their finest samples are, and then and there interest them, you impress them at once and most likely you will catch them for photos that day; but if not, they will go away pleased and will tell their friends how nice you have treated them. That brings their friends. Don't make people think that it is their money and nothing else you want, although keep in mind you want their money. Make more than one negative so that the clerks will have something to sell. Anyone can take an order for a dozen photos off of one negative. Do not disappoint your customers if possible. Get extra money for extra negatives, and bear in mind the retouching has to be paid for. Make your customers think that they will have personal attention