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ONE DOLLAR PER YEAR.

A glance over the successful journals of the day is sufficient to show that the popular journals are the dollar journals; the popular magazine price is the dollar price.

We have seen this fact successfully demonstrated by other publishers, and we have verified it in the case of three other journals published by our own firm. In consequence of this, we have decided to reduce the price of the CANADIAN PHOTOGRAPHIC JOURNAL to \$1.00 per year, ten cents per copy. While we are glad to give our readers the benefit of this reduction, we do not claim to be acting from purely philanthropic motives, for we fully expect to reap a full and substantial benefit from the change in price.

The success of our journal the past year has been most gratifying. Every month, without an exception, has seen a substantial addition to the subscription list, while the year shows subscriptions received from nearly