

WE have just received notice from London that in May there was formed in that city the Professional Photographers' Association of London. With the leading photographers as members, and with such active men as Frank Cooper and F. G. Westlake as president and secretary, a good scale of prices have been arranged, and the reputation of the members leads us to believe that the London association will be a success, and mean a better feeling among the profession there, and many more dollars in their pockets at the end of the year. We hope to give the lines upon which the London association is run, price list, rules, etc., in this issue.

THERE is now being prepared in Toronto a scheme for better prices that, if adopted, will undoubtedly prove successful. We are assured that it will be in shape to put in operation in July, and we hope to give our readers a full description in our next issue. From a brief outline laid before us of the proposed means to accomplish this much desired result, we can say that it is a sort of "self protection" society by which prices will be considerably raised, and the "Cheap John" and "rate cutter" simply forced to put his prices to a certain scale or *quit*.

IN a city the size of Toronto, with its different grade photographers, it is impossible to adopt one scale of prices for all, and this is the rock on which a number of well laid ideas for forming the profession into a society for the prevention of cruelty to—not animals, but photographic pockets—have split. The advanced idea which will be suggested, and we hope acted upon, provides for three classes or grades, and photographers will be regulated to their grade according to their work

and ability, the price they wish to charge also being considered, by a committee appointed from the members. Every one will be treated fairly and given a chance to come into the fold and profit by advanced prices, with the association to protect them. If any choose to stay out and fight, to be allowed to do work at starvation prices—well—the association *provides for that*.

As to the public, it might take them a month or so to realize and accept the changed condition of affairs and to take to themselves the fact that photographers have ceased working merely to contract stockhouse bills, and it would then simply be a question with them of what photographer to go to at a certain rate. We hope to place the matter fully before our readers next month.

WITH the coming of sunny June days, business in the galleries has improved greatly. A look through a number of the Toronto ones found the staff all too busy to say a word, while reports from the country show that the summer trade is opening up better than was expected, many things considered.

OUR May number was a little late owing to the concluding of arrangements with a large printing establishment to act as publishers of the journal for the balance of the year, and thus relieve us of many of the business cares connected with its publication. This was made necessary by the rapid growth of the journal the last year. Beginning with an early issue, this journal will be issued the first of the month instead of the fifteenth as heretofore, and several departments added that will increase its interest and usefulness.