

board so as to leave a border of black about three-quarters of an inch wide around the print. The whole is then mounted on the gold in the desired position. In addition to this, the show-case is illuminated at night by twenty miniature incandescent lamps, and the whole effect is the most attractive of anything I have yet observed.

The show-case at the door is one of the photographer's best ads, and as the advertising question is one which to a great extent absorbs the minds of merchants in all lines of business, I will give my opinion, gained from actual study and experience. I find that advertising pays, but there are modifications to that statement. The newspaper, programme, in fact any of the established methods of advertising, are good; still, setting these aside, the pictures themselves are the best ads for the photographer. In no other line of business does the result of one's labor show to advantage or disadvantage, as the case may be, as in photography. If one makes twelve good cabinets for a customer, the supposition is that those twelve pictures go into twelve families, which means that you have proven directly to twelve families the quality of your work. Good work is by all means the best advertisement.

The babies are the most satisfactory customers one has. There is very little to be done excepting to place the baby in some suitable chair, which can be covered by its clothes, focus, and then use your patience. Accessories do not improve babies' pictures. Get a good photo of the baby and you will surely please the

parents and all its friends, which you will find is also an excellent ad.

One cannot do much to induce babies to assume a suitable expression; don't be in too much of a hurry, because if the baby is left partly to itself the expression will come, and be better than if the little one is worried. Oftentimes various sounds to which it is not accustomed will be a help, although I do not find it necessary to keep the operating-room full of rattles, tin horns, etc.

I am asked for my opinion concerning Sunday work. I most emphatically disapprove; still, I am obliged to keep my studio open every Sunday. If one judged the value of Sunday work by the number of sittings, the conclusion would be that it paid; on the other hand, the people who say they can have their picture taken only on Sunday would not go without them, and if they could not get them Sunday would get them some other day. I will venture to say that 75 per cent. of such people find time during the week to attend a ball game or some other place of amusement. There is no reason why a photographer should be obliged to work seven days each week. The studio is confining, and to do one's best work an occasional rest is necessary. I believe every intelligent and progressive photographer should and would support a Sunday closing law, and it is only through the efforts of the photographers themselves that this can be accomplished.

In this work the journals can be of great service, and it is on questions of this kind, as well as by articles on actual manipulation of the different