

# THE CANADIAN PHOTOGRAPHIC JOURNAL.

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*DEVOTED TO THE INTERESTS OF THE PROFESSIONAL AND AMATEUR PHOTOGRAPHER.*

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## HOLIDAY BUSINESS.

It is pleasing to hear from a number of city and out-of-town photographers that business has taken something of a boom in consequence of the approaching holidays. This is the opportune time for the photographer who is sufficiently up-to-date to have a

good specialty or two and business tact enough to push it, or them, diligently, but at the same time in a way that does not offend or irritate customers. It is a very easy matter to prepare, during the few weeks that are so liable to be rather quiet just before holiday business begins, a few *choice* samples for use in coaxing extra business from the holiday shopping people; say, an enlargement in sepia; a delicately colored opal; a carbon in an effective color, several different poses of a pretty, graceful child, printed on one strip of paper. These, and other things that will readily suggest themselves, when you once begin, can, if properly handled, make many extra dollars. It does not do, in these days, to consider that because a customer orders a dozen cabinets, it is all that is wanted; and it is safe to say that he who works on this plan will lose many dollars, and, at the same time, acquire the name of being "slow." Specialties have two very good features: (1) When sold they are generally pure additional business, over and above what a customer intended buying; (2) the price is generally far better in proportion than for regular work.