

The Canadian Photographic Journal

DEVOTED TO THE INTERESTS OF THE

Professional and
Amateur Photographer

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Of Interest to All.

E would call the attention of our readers to the interesting announcement of the International Photographic Exchange to be found in our advertising pages this month. We commend this scheme strongly to our readers. It is in the hands of good men and we sincerely hope it will have the support it deserves. We append a portion of Mr. Hamfeldt's interesting letter to us on the subject.

HELSINGFORS, FINLAND,

JULY 8th, 1892.

DEAR SIR,—We duly received your favor and thank you for the copy of your bright and really nicely got-up journal. We beg to wish you every success. As regards this exchange, we believe it will interest you to hear some particulars about it. The writer proposed in last *P. T. Almanack*, that a general inter-club exchange should be established for the exchange of photos. There are at least three million well-made negatives stored away in amateur photographers' lumber rooms. Why not bring these to light? Print them—that won't cost

many cents—and send them to somebody else who will value them. A collection will:

1. Give you much pleasure.
2. Give others who visit you much pleasure.
3. Give you a knowledge in photography and geography.
4. Be of immense pleasure and use in after life.
5. A collection of the kind will, if well kept, grow very valuable the longer it is kept up.

The *Pacific Coast Photographer* has the following relative to the International Photographic Exchange: Mr Hamfeldt, far away in Russia, has devised this scheme, and is pushing it through to flattering success. Exchanges of a similar nature, confined within a single country, are not new, but Mr. Hamfeldt's plan, to reach and embrace the lovers of photographing, and photographs the world over, is a grand one and worthy of success. The gentleman's own words can better introduce the plan. He says:

We have best hopes that it will, if universally carried out, go toward egging on photography and making it a popular study; and we trust that the day will come when most amateurs have their international gallery, in which they will take interest in collecting pictures from every land under the sun, and striving to make every land section as complete as possible. We have seen to what a craze stamp collecting