

ferred for competition to country photographers for the most finished specimen of their art, may be seen at Nos. 39 and 41 King street West.—*Liberal*.

In inaugurating these contests we were fully aware we had at the outset a difficult task before us, not from the lack of talent among our friends, but simply and solely from an amount of diffidence prevailing amongst them which would prevent their competing, and which it would be necessary to overcome. We have a very great desire that the first exhibition should be a success, and in this desire no sordid motives take part. It is perfectly true that we have a great stake in photography as a *business*, but we also love photography as an *art* and in the movement we have set on foot, have been actuated by an earnest wish to elevate and improve the standard of taste throughout the community. As we before stated, the reponse (notwithstanding promises) to our invitation has been limited, and we therefore placed ourselves in communication with those friends who were in readiness to exhibit, asking their permission to postpone the time further. This permission has been granted, and as our Mr. Ewing is at present in Europe buying, and will not return before the end of August, we name the month of September as the time most likely to suit all parties. We wish our friends to remember that we have spent no little time and money in furthering this object, and would ask their hearty co-operation and support.

Caution.

In using the Manson Collodion, always pour the Collodion into the Iodizer. This is a fine collodion, sold by Ewing & Co. only.

Filterings.

To print from hard negatives. Tint your paper slightly, before printing. Try it.

There is no one thing, which tends to increase one's business so much as promptness.

Customers are nearly always in haste to see their pictures, but are not offended, if you tell them, you will be obliged to wait a week, in order that you may have ample time to do it well. It is really a good advertisement for you, it indicates you are appreciated by the public and your patrons numerous.