

Brantford to Have a First-Class Gallery.

MR. COCHRAN, Hamilton's well-known photographer, probably the best known of Canada's photographers, through the artistic quality of his work and the position he holds as president of the Photographic Association of Canada, has concluded to open a branch studio at Brantford, and has purchased the gallery formerly operated by J. C. Walker, now of Toronto.

Mr. Cochran has concluded arrangements for the entire remodelling of this gallery and will spare no pains or expense in making it one of the best equipped establishments of the kind in Canada. The three-storey building to be occupied by Mr. Cochran will be almost rebuilt. The first floor, containing the office and show room, will receive a new plate glass front.

The remodelling begins at the entrance with new show windows of an attractive shape in plate glass. Inside on the ground floor will be the show rooms and framing department. The next floor will be reached by a stairway of easy ascent and handsomely carpeted, located mid-way down the store. This floor contains, first, the general reception room, to be newly decorated and furnished. From this a door opens directly to the operating room for those who don't care to put on any "finishing touches." Those who do are shown into a handsomely furnished dressing room, which will be very complete in all requirements for an elaborate toilet. Leading from this dressing room is a special apartment which Mr. Cochran has arranged for the use of his patrons wishing to be "taken" in full dress or in costume. This room has a direct entrance into the operating room, a very desirable feature and one that will, we are sure, receive the approbation of the ladies.

The operating room will be considerably enlarged and entirely refitted. The studio will be under Mr. Cochran's direct supervision, with an assistant who has the reputation of being one of the best operators in the country.

The good people of Brantford are to

be congratulated on the acquisition of such an artist as Mr. Cochran has proved himself to be, and will no doubt show their appreciation of his efforts and of himself as an artistic photographer by keeping him very busy.

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The C. Cramer Dry Plate Works, of St. Louis, Mo., are making an Isochromatic Plate which has attained the acme of perfection in the line of color sensitive plates. They are easy to work, as they develop and fix very readily. The only precaution necessary is to protect them carefully against too much light while developing. They yield negatives of superior quality without the use of a color screen. The best evidence of their excellence is the fact that Mr. J. C. Strauss, the well-known photographer of St. Louis, whose work has attained a world-wide fame, uses the Cramer Isochromatics exclusively, and is delighted with the results and the success he has with them. We hope, at an early day, to have an illustration of Mr. Strauss's work in our journal.

Our advice to all photographers whose aim it is to turn out the best work possible is to give the Cramer Isochromatic Plates a trial to be convinced of their superior excellence.

We also wish to call the attention of our readers to the fact that the G. Cramer Dry Plate Works are now making Transparency Plates for Lantern Slides. Although these plates have been on the market less than one month, and notwithstanding the fact that no special effort has been made to advertise them, the orders have already been coming in fast for them, and several very flattering testimonials have been received from prominent members of the New York Camera Club in which they speak of the excellence of these plates.

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Never keep anything in the dark room not actually needed. Clean out the old bottles, boxes, dust and cobwebs, and while you are about it take a look at the ventilator.