

THE PHOTOGRAPHER.

Notice of Baltzly's Gallery and Pictures.

It is by far too common for persons who are engaged in following any of the branches of business designated as "the Arts," to be compelled to issue favorable notices or "puffs" of themselves, in order to bring themselves into general notice. Happily for Baltzly he has been spared this unpleasant necessity simply because he and his artistic heretofore have been, perhaps, as generally eulogized as has any other operator on this continent. In the course of his eventful life, he has been the subject of eulogistic notices in a large number of periodicals. He has repeatedly taken prizes at the finest displays of Art, and never yet exhibited pictures without obtaining prizes therefor. A few extracts of what the local press of Wooster has said in his favor will be given elsewhere. In fact, he might fill several editions of this publication exclusively with notices of his works, and then not have published half which he has received, without asking or expecting them.

Cur Rooms.

The Rooms we occupy are in the building formerly occupied by Mr. Boisseau as a Photographic Gallery, 372 Notre Dame street, Montreal. They are very centrally located, being but a short distance west of the French Church, about the centre of the city. They can be easily distinguished by the large Camera sign, and also by our large show of pictures at the door. These are the only Photograph Rooms on Notre Dame street, west of the French Church. The Rooms and arrangements as occupied by Mr. Boisseau did not meet our approbation, and were not suited for the present style of photography. We changed and re-modelled every part of it. The old skylight has been removed, and a new sky and side-light has been built, and so arranged that the operator has the light entirely under his control. Portrait painters who examined it have pronounced it to be the finest light in the city. Photographic artists are eulogising it as "*superb*." The reception-room is easy of access. The show room is fitted up for comfort and pleasure. The ladies' toilet-room is exclusively for them. The gentlemen's toilet room is very convenient and pleasant. The ascent to the glass-room is easy, and here the accessories will be according to the wants of the age. We shall endeavor to work with nothing but the purest and best chemicals. Our object is not so much to make cheap pictures as *good*. All scientific photograph artists agree that a good, satisfactory photograph cannot be made without cost. The great majority of cheap work fades in a short time. To make a good photograph requires pure chemicals, and the best materials, and "*time*," and all agree that these are expensive, hence a good picture at the extreme low rates is out of the question. Our customers shall have all the benefits of the "*new discoveries*" in colors, etc., advertised by some artists. We do not hesitate, therefore, to invite the public to our rooms to test our skill.

Beware of Botches.

There is probably no equally extensive business of which the mass of the people are

so ignorant as they are of making sunlight pictures. It requires a practical eye to discover the merits or demerits of specimens of this art. As a necessary consequence, communities are often imposed upon by pretenders, who, having taken a few lessons, will start out to astonish the world with their productions in photographs, Ambrotypes, &c., while at the same time they are destitute of the requisite knowledge of chemicals, and have no correct and artistic idea of the proper arrangement of light, and the position in which to place the sitter in order to produce a good effect.

Our object being to convey all the information possible (for one whose works are good does not dread the light), we propose to give elsewhere such instruction as will enable the public in some degree the better to judge of work of this kind, so that they may not be deceived therein.

Directions for Dressing, Etc.

On this subject we quote Notman's

"THINGS YOU OUGHT TO KNOW!"

“ GENERAL REMARKS.

"To consider Photography a mere mechanical art, is a great mistake. The too prevalent desire for cheapness, and the ease, with which a *little* may be done in Photography, has induced many to embrace the profession, lacking the necessary qualifications, but Photography, to be successful, requires expensive apparatus, a skilfully-constructed and well-lighted studio; pure, and, therefore, not cheap chemicals, and a practical and artistic knowledge of composition.

"Generally the portrait depends for its success on the operator, who regulates the details of posture and effect; to do this satisfactorily demands skill and a well-educated eye."

“Avoid if possible being in a hurry when you go to have your portrait taken, and when practicable, make an appointment, for although not now owing to the increased accommodation, an absolute necessity, yet it prevents confusion and loss of time.

“ DRESS.

"The best materials, and those which look the richest, are silks, satins, reps and wingweaves."

"The most suitable colors are black, and the different shades of green, brown, drab, green or slate, provided they are not too light. Those to be most avoided are white, blue, mauve and pale pink. Dark checks, and plaids take very distinctly, sometimes, too much so, as they form too prominent an object in the picture.

"Lace scarfs, opera mantles, shawls, &c. greatly assist in securing graceful and flowing lines."

"Avoid opaque white, shawls, such as chil-
crappe, avoid also dressing the hair in a
style unusual to the individual, or wearing
any unfamiliar kind of head dress."

"The above precautions apply on the subject of Photography; where colored pictures are required, the painter can restore or add to the Photograph any color necessary. Uniforms, fancy dresses, and articles of ladies' attire can be sent to the studio, where dressing rooms are provided for the use of visitors."

" ATTITUDE AND EXPRESSION,

"The one thing needful for a sitter, talent is how to forget himself. If he could be perfectly free from self-consciousness, he would secure a natural and truthful picture; the nearer you approach this condition, the better your portrait. In a great majority of cases if the sitters are left to take their own way they throw themselves into some unbecoming and unnatural posture. The artist must observe a trained eye and long ears, and never judge when you look still, and let the reputation of his work speak for itself." So as to convey all your feelings in a reliable impressing way. Nature cannot be controlled by the mind.

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by the aid of a judicious

of ten minutes. He should peep out in the photograph in a hurry or bustle, you may be sure, and your face may be red. The red countenance the operator will find valuable for his purpose. There is some white powder for a red face, and some cosmetic to make a darker complexion, moustache, or beard. These will be supplied if asked. The assistance given to apply

-dislike. The expression is desirable, a character is still more so, as nothing is so easily assumed as a forced smile.

PORTRAITS.

“Mothers dislike taking children to the opera, and sometimes trouble themselves to be uncertain; but again they are so graceful, and their pure voices sing such delicate half tones that the pictures are those of children seeking after excellence in their choice, the opportunity

-day for children it is necessary to choose the best light, which is generally in the forenoon.

of mentioning sweets to
or fuss too much with
child will sit best if left
operator.

THE WEATHER.

It is found that almost any day is suitable, and the best results are obtained when the temperature is between 50° and 60° F.

Copying.

Since we were engaged in a publishing-house in Boston, the time we devoted all our time to engravings, paintings, and old and new pictures. Therefore, of our business we think we have more experience than any one

They are bringing any kind of pictures, charts, thoughts, which they wish copied, and want to bring them to our rooms.

of deceased or absent friends can be made more effective and permanent shape by being copied into a photograph, the size may be smaller, and, if desired, painted in ink, or water-color, equal to portraits from life.

Pictures Sent by Mail.

time, visiting the city, can easily avail
themselves of the opportunity of sitting for a
photograph even if they have not the time
to wait until they are finished. We send
them, if desired—by mail to any part of
Dominion, or the United States, at our
expense. Therefore, if you have
a few minutes time, you can call on us,
say for a negative, and feel assured that
within due time, receive your photo-
graph, you direct. Do not fear but that
your pictures will be good. It is to our
credit when we send them by mail, to send
the good ones.

Stereoptic (Magic Lantern.)

no doubt have the largest Oxy-Hydro-
Stereoptic Exhibition—for dissolving
—in the city. For an evening's amuse-
ment in the parlor, this exhibition is so
arranged that it is far superior to the Magic
Lantern, and, for a public entertainment, we