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THE PHOTOGRAPHE

EXCELSIOR."

A Good Picture is without Price.

Vol. 1.

MONTREAL, SEPTEMBER, 15, 1868.

No. 2.

THE PHOTOGRAPHER.

A pamphlet devoted to the interests of the Public in the Photographic Art, is published gratuitously from Mr. BALTZLY'S Photograph Rooms, 372 Notre Dame Street. Montreal.

Copies of the Photographer may be obtained gratis at Baltzly's Photograph Rooms, 372 Notre Dame Street. Call and get one for yourselfand neighbor, and read it, and also preserve it as a pocket-piece, too precious to be lost.

Our Second Number.

Once more we appear before the public in this our Second Number of ti. CHOTOGRAPHER, in the prosecution of our original design "of building up the glorious cau- of Art, and conveying such information as we believe will tend to turn public attention in a channel which we hope may lead to a greater interest in artistic efforts, and also in inducing many persons to have representations executed of themselves, their friends, relations, or homes, in the highest style of Art, and the most per-

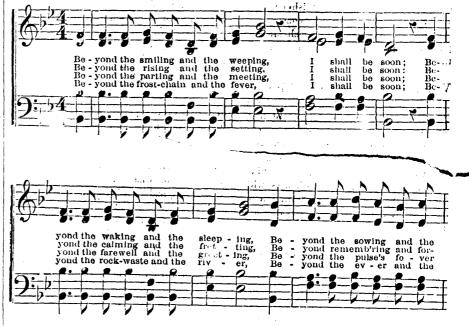
Though this is our second appearance before the public in an Editorial and Publishing capacity, we yet feel greater diffidence therein than heretofore, arising from the fact that since the publication of our first number we have been so busily engaged making sunpaintings, that we have had but little time to devote to The Photographer. We are of necessity compelled to insert a few articles which we had in our first namber; but as many persons will receive the second number especially during the Exhibition-who did not read the first, it will not come amiss.

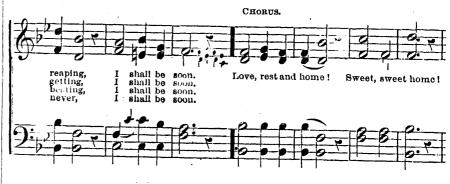
The numerous readers of this little sheet have not been slow to give us an opportunity to try our skill to see whether our "record is true." We feel greatly encouraged at the plaudits we daily hear in praise of our photographs. The photographic fraternity have greatly censured us for taking pictures so cheap for the past month. But as we have not them to please, we care not. As long as our numerous customers are pleased and satisfied with our dealings with them, we shall feel that our labor is not in vain, and make still greater efforts to give satisfaction.

It will be seen that we have inserted in our columns, various general directions as to dressing for pictures, &c., which will doubtless be of great use to the public if observed and acted upon. We also give some glean ings from Photographic History, and present to our kind readers two pieces of music, which are very good as musical productions and in sentiment. It was our intention to have in this number an entire new piece, specified "The Pilgrims of the Night" reasons it had to be on"

To give all the









received from s it would fill many imports of with a pub section as ours. We however, in a few extracts from th burge be read by all the creation is and the public senerally, we extend our cordial thanks for the kind treatment we have rethe kind treatment we have ie-

ceived at ther hands, and hope to be able to carry on our art in such a manner as shall deserve their favor.

"Excelsior."

"Excelsior," is the motto we have adopted for this, our publication, and we will endeavor to carry out its meaning in conducting our business. It has been our watchword, as many of the citizens of Montreel can testify, since we came to this place and commended taking Sun-Pictures-first as principal operator for Parks; and latterly in the fitting up of our own establishment.

. Through the whole time that we have been engaged in Photography (which is about eleven years,) we have been making the business a special study. The extracts from other journals, which we insert in these columns, testify as to our success. . . . ;

If a new style of picture is discovered which will prove of benefit to society, we shall be prompt in introducing it into Montreal Opposition we expect, but, by our energy and attention to business, we hope to surmount all difficulties. We are sparing neither time, money, nor trouble to present to the citizens of Montreal, a superior establishment. The Rooms are new, and the light is constructed on the most scientific plan. The chemicals are pure, and the accessories will be according to the wants of the time.

What constitutes a Good Picture.

Many persons think the only necessary qualifications for a good picture are, that it should look like the subject, and be easily recognized. This is a great mistake. A picture may be a perfect resemblance, and yet be devoid of artistic merit. It would be possible to sketch a correct likeness with a whitewash brush on a brick wall, but who would call it a good picture? In like manner it requires something more than to be recognizable, though this is very necessary, to constitute a superior work of Art. To be a good picture, the likeness must be a pleasing one. This quality depends much upon the arrangement of light, and the position given to the subject. It often happens that one view of a face presents a much better appearance than another, and it requires an artist's eye to correctly decide upon this point. Another requisite of a good picture is, that it should denote character; that the artist should so place the person as to bring out in the picture the indescribable something which denotes the cast of the mind, or peculiar habits of the sitter. This can only be learned by experience, and not even then unless the operator be indeed an Artist. The tone or color of a picture should also be good. Its appearance should correspond with the complexion of the sitter. There should be no unnatural shade upon it, or a dark spot in one place, and a light spot in another; but the shades should appear just they would to the close observer of the face. The person of the subject should have a round and full appearance in the picture, standing out as it were, from the background. It should also have an easy and natural position of the body, being destitute of the restrained or stiff appearance, which is too common in pictures. There are other minor points which aid in constituting a good picture, but which are too numerous to allow of record hers. The above general requirements will, he rever, be of benefit to any one who can comprehend them in judging of works of art.

art of delineating or printing by light, or by invisible rays which accompany the different varieties of light.

This art is one of modern invention, which we owe to M. Nicephorus Niepce, Mr. Fox Talbot, and M. Daguerre. So early as June, 1802, Mr. Thos. Wedgwood published in the Journal of the Royal Society "An Account of a Method of Copying Painting upon G1 3, and of making Profiles by the agency or Light upon Nitrate of Silver," with observations by Sir Humphrey Davy: ;" When white paper of white leather," says Wedgwood, "covered with a solution of nitrate of silver, is placed behind a painting on glass, exposed to the solar light, the rays transmitted through the differently-painted surface produce distinct tints of brown and black, visibly differing in intensity according to the shades of the picture, and where the light is unaltered, the color of light becomes deepest."

Mr. Wedgworth, however, tried in vain to fix the copies which he obtained—that is, to prevent the uncolored portion of the pictures from being darkened by light. His process seems to have excited very little notice.

In 1803, Sir David Brewster called the attention of the public to it in a Scottish journal, but no person seems to have improved, or even repeated the process during the next thirty years. Some time previous to 1834, Mr. Henry Fox Talbot, without any knowledge of what had been done by Mr. Wedgwood, had been led to the same process, and, in the spring of that year, he had actually taken pictures in a camera, by the agency of light, upon paper washed with nitrate of silver, and had succeeded in fixing them. To this new art he gave the name of Calotype.

'At an earlier period, another branch of photography had taken its rise in France. So early as 1814, M. Niepce had attempted to fix the pictures produced in the camera obscura, and to copy engravings by means of light transmitted through them upon substances made visible to its action. The substances used by M. Niepce was a tablet of copper, coated with highly-polished plate-silver, and he gave to his process the name of Helio-

In the year 1829, M. Daguerre had made experiments with the view of fixing the time to have had no definite results.

Having heard of each other's labors, M. Niepce and M. Daguerre entered into a partnership in December, 1829, in order to pursue the study of heliography for their mutual benefit. The processes of the two artists were essentially different. M. Niepce used, as the ground-work of his picture, a thin film of a solution of asphaltum, dissolved in essential oil of lavender, and spread over the clean surface of a plate of silvered copper. After the plate was exposed in the camera about five hours, the picture was developed by covering it with a mixture of one part of essential oil of lavender, with ten parts of essential oil of lavender, with ten parts of successione to the parts of successione to parts of successione to parts of successione to parts

process; in the success of which M. Niepce did not live to share. He died in July, 1833; and, soon after, a co-partnership was formed between his son, M. Isidore Niepce, and M. Daguerre, in which it was admitted that the process discovered by the latter was essentially a new one, and should be called the Daguerreotype, after its inventor, or accidental discoverer.

The accident was in this wise: Daguerre, " working with plates of silver which had been submitted to the fumes of iodine, strove to obtain an image in the camera which should be visible and permanent. Heart-sick with disappointment, he put away in a cupboard, which contained a heterogeneous assemblage of chemicals, his broken spells and charmsthe tablets which bore no record of the image to which they had been submitted in the camera. Taking up one of these tablets one day, in order to clean it and recommence experiments upon it, he found, to his surprise, a perfectly delineated picture thereon. The circumstance was incomprehensible; no picture had been there when the plate was put away; but here, in its minutest detail, was the image to which the plate had been submitted. The open in was repeated with like success. A few hours in the magic cupboard produced a picture on the iodized tablet, which showed no trace of anything of the kind before. After long and puzzling search, a vessel containing mercury, a substance which slowly vaporizes at the ordinary temperature of the atmosphere, was found to be the cause. The action of light on the iodide of silver, although not made apparent by any visible change, had actually impressed a latent image on the surface, sufficient to determine the deposition of the vapors of mercury on certain parts where light had acted, and thus bring out and develope a picture."

While these two ingenious Frenchmen were occupied with heliography, Mr. Henry Fox Talbot was, as we have already stated, occupied with the same subject. On the 30th January, 1839, six months before M. Daguerre gave his process to the world, Mr. Talbot communicated his discovery to the Royal Society, and in the following February he published his process of Photogenic Drawing, to which he afterwards gave the name of pictures in the camera, but he seems at that Calotype, which his friends changed to Talhotype, in imitation of the example set by the friends of Daguerre. In this process, he made paper sensitive to light by nitrate of silver, and fixed the image with common salt.

Notwithstanding the beauty of some of the pictures obtained by Mr. Talbot with the process which he had published, the art was but in its infancy. The discovery of a more sensitive process was necessary; and, after much experimental research, he was led to the valuable photographic method which he secured by a patent, scaled on the 8th Feb., 1841.

The Talbotype process, after it became accessible to the public, underwent numerous improvements by Herschel, Cundell, Bingham,

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 neces simply because he and his artistic heretofore have been, perhaps, as go eulogized as has any other operator continent. In the course of his event. ite 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

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 receptionroom is easy of access. The show room is fitted up for confort and pleasure. ladies' toilet-room is exclusively for them. The gentlemen's rollet room is very convenient and pleasant. The ascent to the glassroom 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 ly some artists. We do not hesitate, therefore, to invite the public to our rooms to test our Pill,

Beware of Botches.

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

Notice of Baltzly's Gallery and 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. 69 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 welllighted studio; pure, and, therefore, not cheap chemicals, and a practical and artistic know-ledge 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. Well-

"Avoid if possible being in a hurry whell you go to have your portrait taken, and whell practicable, make an appointment, for although not now owing to the increased accomodia tion, an absolute necessity, yet it prevents confusion and loss of time. :: ,br4

" DRESS.

"The best materials, and those which, look the richest, are silks, satins, reps and wing The most suitable colors are black, and the different shades of green, brown, drab, grand or slate, provided they are not too light. Those to be most avoided are white, blind mauve and pale pink. Dark checks, and plaids take very distinctly, sometimes, log much so, as they form too prominent an object. in the picture. tt altfw

"Lace scarfs, opera mantles, shawls, accurately assist in securing graceful and design

greatly assist in securing gence the property of the securing gence the property of the securing gence that the securing gence the securing and the securing and the securing and the securing the securing and th

Photography; where colored pictures are required, the painter can restore or add to the Photograph any color necessary. fancy dresses, and articles of ladies' attire

"The one thing needful for a sitter tale is how to forget himself. If he could be feetly free from self-consciousness, he secure a natural and truthful pictures." nearer you approach this condition, the your portrait. In a great majoritact they throw themselves into someth and unnatural posture. The a trained eye and long judge when you look if an incomply the reputation's sale of the special converse for the impression vitalia impression vita

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Pictures Sent by Mail.

stics visiting the city, can easily avail isolves of the opportunity of sitting for a posinh, even if they have not the time pair nutil they are finished. We send profunity desired by mail to any part of Deminion, or the United States, at our ries and expense. Therefore, if you have a hysminutes time, you can call on us, fancy dresses, and articles of landing the state of the studio, where dressing the studio, where dressing the studio of the use of visitors and the studio of the use of the rapictures will be good. It is to our great when we send them by mail, to send spinglout good ones. kere**d ma**

Stefeoptic (Magic Lantern.)

And doubt have the largest Oxy-HydroStefeoptic Exhibition—for dissolving riows—in the city. For an evening's amuse-tion in the parlor, this exhibition is so Higed that it is far superior to the Magic antern and, for a public entertainment, we

know that it has no of producing a off over thirty feet state We have a large se of America, Englan France, Spain, Italya Prussia, Russia, Nor large number of State Humorous views. tion can be given at

Liberal arrangements at our rooms to exhibi schools, festivals, bazar assemblies of any kind, elsewhere.

Ambrota

Let no one think il commenced making supl styles of sun-paintings, th stopped taking those sup and other pictures for w ment is rapidly becoming Customers will at all upon, whatever style of, wish executed; no one wis ness shall be delayed becaus ones are being taken." SERVED." Ho is prepared with any style of picto quickly, cheaply, and well.

Citizens of Montreal, who terest in the success of art their friends from otheria strangers who may be visiting Baltzly's Photographic Rooms they may see a fair specimeh progress and enterprise. And their visits be made to our own Montreal's manufacturing an establishments, generally, should in this manner more than the

Bring in your F

want to occupy our true positi strive to help each other along as in every other way, advertise our advantages, our enterprises, ductions.

A Correction.

While I was operating for J. which was over two years,-I was quently taken for him, and called & than Parks himself. This arose from the interest I took in my business, and the energy I gave to him and from the fact that I was evid business man of his Gallery. Evena sent time, parties frequently call me and some of my friends, laboring in impression, have gone to his Gallers tures, and thought they were faver Others, not knowing me by name, wh by my work, have called at l'arks' Gall enquired for the "tall, black-whiskered my or "black tall-whiskered man," and him to do some work for them, as "tall-whiskered man,") had done work satisfactorily.

For the information of friends and public generally, I would say that my name is not Parks, but as subscribed; that th black-whiskered man has left Parks and

set up for himself at 372 Notre Dame street, Montreal, where he will be happy to s e any of his friends who heretofore have mistaken him for Parks; and not only those, but the public in general, are invited to call and see my Rooms and examine my light before going elsewhere for pictures.

B. F. BALTZLY.

A Personal Suggestion.

It may be suggested by some bright readers of this publication, that its columns are too much occupied by articles in reference to Baltzly's Photograph Rooms, making rather a sameness of subject, though the manner of treating them is so different. Before any one gives utterance to this thought, we beg leave to remind them that as Baltzly foots the bulk of the "bills," he has the best right to dictate its contents; and as it really contains an abundance of information and nothing that can possibly be construed into harm, the public have only to read its truths, and learn therefrom. "Nuf ced."

-aThe Third Number will contain an article chititled, "A Tradition of the North American PHOTOGRAPHIC ROOMS, Indians, or The Ten Lost Tribes of the Children of Israel."

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-word BALTZLY'S PALACE OF ART.

BALTZLY'S PALACE OF ART.

"olive Bill (From the Wooster Republic.)

"plant. B. F. Baltzly, so widely and well known is one of the most skillful artists in this mail of the State, is now engaged in making extensive improvements in his Gallery, and refitting his Palace in a very handlery, and refitting his Palace in a very handlery, style. Baltzly is never behind the lines. He has lately purchased two large how-cases for the choicest specimens of the art and a handsome Brussels carpet will rt, and a handsome Brussels carpet will ecorate his exhibition-room. Mr. Amsden is putting up one of the finest counters in Worcester, and the most elegant wall-paper RIP lend a charm to the whole. Mr. B. is 36 about enlarging his operating-rooms and Fights to double their present dimensions, that purchased the largest sized Camera d copying instrument. He has also erected peantiful show-case on the side talk in at of this gallery—which is to be filled the the best samples of his skill—and has a side the work of the work ntaining one large Impe-photo the large Impe-in all one hundred and large ak for themselves in

be mistaken. If Baltzly The Ris 100 West in instruments arrive?

B. F. BALTZLY.

(For the Wayne County Democrat.) rne gentleman has lately supplied himself he latest improvements in his art, and, refitted his gallery in a handsome tribite taking photographs and Ambrothehe very best style of the art. As a odf, his skill and work, we refer to his tribits pecimens in his gallery, and to his tail in the Wooster Post Office, embrachundred and four pictures of different styles. These pictures speak for nger terms of recommendation ours can, and good judges careful examination of

with the beautiful gems of art with which his former Palace of Art, or Gallery, was decorated. These gems have first to be made; and, having every facility, it will not be long ! fore his Rooms will be well adorned with a photographic display.-Ed. Pho.]

LIEUT. BALTZLY BACK AGAIN.

(From the Wooster Republic.)

ing served faithfully in the ranks of ion army, Lieut. Baltzly is again at his the Gallery of Art, better prepared re determined than ever to give the

public the best satisfaction in his line. bespeak for the Lieutenant a liberal share of He dropped business and left all patronage. at the call of his country, and has done his duty to the letter, and deserves to be remembered by every patriot who wishes a good likeness or picture of any kind.

[The Lieut,'s Photograph Rooms are now in 372 Notre Dame Street, Montreal.-Ed.

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