

# The PHSC E-MAIL

Volume 10-1, Supplement to Photographic Canadiana, May 2010

The Photographic Historical Society of Canada

**Wednesday, May 19th, 2010...**

## RICHARD BELL - Commercial and Industrial Photographer

Since 1969, Rick Bell's innovative approach to Commercial-Industrial photography has enabled his Toronto studio to produce images which are viewed both nationally and internationally. His reputation has grown on the ability to produce inspiring images under the tightest schedules and adverse conditions. He'll discuss problem solving, marketing, advertising, copyright, etc.

Rick's many clients include: Warner Bros (LA), Ontario Power Generation, Guggenheim Museum (NY), Canada's Walk of Fame, People Magazine (NY), Toronto International Film Festival, Royal Ontario Museum, McCain Foods, etc. Exec-Director of the Niagara School of Imaging (Brock University), he'll also discuss the aims in assembling innovative instructors to teach new technologies and creative techniques.



RICHARD BELL

**Meetings in the Gold Room, (basement) of the North York Central Library, 5120 Yonge Street. Handy TTC Subway stop and underground parking.**

**The public is welcome - so please join us.**

### PHSC SPRING FAIR - MAY 16, 2010 - SOCCER CENTRE

7601 Martin Grove Rd., Woodbridge, Ontario, 10:00 AM to 3:00 PM

ENJOY A DAY AT CANADA'S LARGEST PHOTOGRAPHICA FAIR  
FREE BUS FROM KIPLING SUBWAY - STUDENTS FREE WITH I.D.

### SPECIAL AUCTION - JUNE 6, 2010 - CANADIAN LEGION

BRANCH 344, 1395 LAKESHORE BLVD. WEST, TORONTO ONTARIO  
VIEWING 9:30AM BIDDING STARTS 11:00AM

You've just missed Pin-Hole Day held on April 25, 2010. But you can enjoy the results at their website: [www.pinholeday.org/gallery/index.php](http://www.pinholeday.org/gallery/index.php) and for the ultimate pin-hole camera design check out: [http://www.thepinholetcamera.com/cameratopia\\_vermeer.cfm](http://www.thepinholetcamera.com/cameratopia_vermeer.cfm)

### PHSC Monthly Meetings

are held on the third Wednesday from September to June in the Gold Room, of Memorial Hall in the basement of the North York Central Library, 5120 Yonge St., North York, Ontario. The meeting officially begins at 8:00 p.m. but is preceded by a Buy & Sell and social gathering from 7:00 p.m. onwards. For information contact the PHSC or Felix Russo, 33 Indian Rd. Cres., Toronto, ON, M6P 2E9, Phone (416) 532-7780.

### Programming Schedule:

**Sunday, May, 16th 2010**

-the PHSC Spring Fair opens its doors at the Soccer Centre in Woodbridge, Ontario. Time to buy!

**May 19th, 2010**

-Toronto photographer Richard Bell will bring us up-to-date on the workings of the Niagara School of Imaging which is staged at Brock University each August with top professional instructors.

**SUNDAY, June 6th, 2010**

-A special Auction will be held at the Canadian Legion Branch 344, 1395 Lakeshore Blvd. West to sell off selected contents from the International Camera Repair which is downsizing. Viewing 9:30am - bidding 11:00am.

**June 16th, 2010**

-Heather Morton will bring us up-to-date on "Artist's Portfolios: Marketing in the Digital Age."

### JOIN THE PHSC TODAY

FOR PROGRAM UPDATES

**[www.phsc.ca](http://www.phsc.ca)**

our E-mail address is

**[info@phsc.ca](mailto:info@phsc.ca)**

Robert A. Carter - Webmaster

# Toronto Notes

Reported by Robert Carter

— COME ENJOY OUR NEXT MEETING ON WEDNESDAY, MAY 19TH, 2010

Like many of our recent speakers, Don Long provided some thought provoking ideas on photography, past, present, and future. His present and future comments were based in a large part on manufacturers' information given at the March 2010 PMA show.

Don began with a question, asking how many of us had "been inside a camera." I thought he meant a camera obscura, but he meant a photographic camera. In his case it was a room converted into a giant Polaroid

sensors, and a specially developed chip called the "RP (Real Photo) Processor 3D" which instantaneously synchronizes and blends the data from the two sensors into a single high quality image. The stills and movies can be viewed directly on a specially made digital frame. Fuji makes 3D prints viewable without special glasses. Their facility is in Japan (com-

on the latest TV trend to offer 3D capable sets used with special battery-powered glasses. The television sets alternately display left and right eye images at a high speed of 60 frames per second per eye allowing DVDs of recent 3D movies like Avatar and Alice in Wonderland to be viewed at home.

Don took a moment to report on the world of film. The Canadian Imaging Trade Association shows Canadian film sales in sharp decline (a bit under 50 million rolls in 2002 down to an estimated 2.2 million last year

camera at the Boston Museum of Fine Arts. The museum used the instrument to record life size reproductions of its paintings.

Continuing with Polaroid, Don reminded us that many photographers and artists were upset when the digital tsunami forced Polaroid to end film production. This past March an organization called "The Impossible Project" announced that it was making and selling some Polaroid films. The first products, PX 100 and PX 600 Silver Shade films, were black and white media for the SX-70 and series 600 cameras. The company was formed by some staff from the old Polaroid company. They put together a proposal to raise funding and with technical help from Ilford - another victim of the digital era - they began making and selling film for existing Polaroid cameras.

Next Don moved to 3D which is experiencing yet another burst of popularity in movies and television. Fuji is marketing a digital stereo camera for stills and HD movies. The W1 has two synchronized 3X optical zoom lenses, two 10 megapixel CCD image



DON LONG

ing to North America too) but anyone can FTP image files and Fuji will mail them the finished prints.

A new 3D Virtual Store in Woodbridge, Ontario sells Chinese made 3D digital cameras, viewers and add-on lenses to convert existing digital cameras to 3D. The site also offers free software to convert 2D images to 3D so you can print 3D lenticular images on an inkjet printer. The software is actually an image masking tool letting you manually separate foreground and background subjects in a print - like masking in Photoshop which can serve the same purpose, although the free software is claimed to be faster and easier to use.

Closing the 3D door, Don touched

and estimated 1.4 million this year). Even single use camera sales have fallen now that inexpensive, rugged digital cameras are readily available. Colour photographic roll paper shows a (somewhat less dramatic) drop, but this may not mean as big a drop in prints since no one is gathering data on "dry technology" printing.

Bucking the digital trend, Kodak announced its Professional Ektar sheet film in 4x5 and 8x10 sizes as the world's finest grain colour negative film, while Fuji has launched a medium format film camera, the GF670 Professional, for 120 and 220 roll film.

Don's closing comments echoed an oft heard digital concern: How will we view the digital images captured today as a string of 1s and 0s in a future time? Compare viewing digital images to the ease of viewing art (paintings, sculptures, tapestries, photographs etc) from centuries past.

The complete review is on the PHSC web site at [WWW.PHSC.CA](http://WWW.PHSC.CA)



# PHOTOGRAPHICA-FAIR

Antique, Collectible & User Cameras, Images, Lenses, Darkroom, Books, Film, Digital, Movie, Video, etc.

## Sunday, May 16, 2010

10 am to 3 pm

# THE BIG ONE!

## The Soccer Centre

7601 Martin Grove Road, Toronto, (Woodbridge), Ontario

1/2 Km. south of highway 7 on the east side

For More Information contact: Clint Hryhorijiw, Spring Fair Chairman,  
244 Markland Dr., Toronto, Ontario, M9C 4T6 – Tel: 416-622-9494 or E-Mail: 1956canada@gmail.com



Admission only \$7.00  
Students FREE with  
School ID Card

FREE BUS from Kipling subway Kiss-n-Ride starts 9:30 am (hourly)



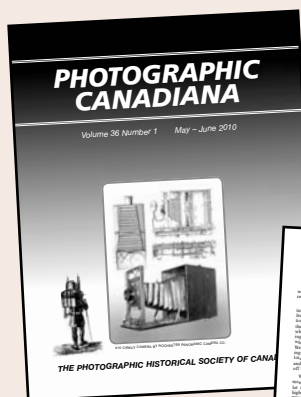
PHOTOGRAPHIC HISTORICAL SOCIETY OF CANADA  
6021 Yonge St Box 239 Toronto ON M2M 3W2 Canada ♦ www.phsc.ca ♦ info@phsc.ca



# PHOTOGRAPHIC CANADIANA VOL 36-1 MAY-JUNE 2010

Our hard copy *Photographic Canadiana* which is delivered by mail only to PHSC members, is particularly interesting and informative for the forthcoming issue Volume 36 No. 1. Fewer and fewer societies are still able to produce printed journals; ours has twenty B&W pages of in-depth research for only \$35.00 per year. For more information check out our web site at: [www.phsc.ca/member\\_form.PDF](http://www.phsc.ca/member_form.PDF).

In volume 36-1 we cover a variety of historic topics: The cover picture is of the famous Cirkut camera so popular a century ago to record extreme panoramic landscapes and group photographs. This issue has extensive coverage of the Cirkut camera, its inventors and history including material by the late Bill McBride. Another article addresses the reason why the majority of 19th century photographers in Toronto were clustered along a few blocks of King St East. This article is followed by a discussion of the lighting used in the late 19th century studios. The rest of the 20 page journal contains the various regular columns and recent news items such as "Browsing through our Exchanges," "Toronto Notes," and President Clint's message on birthdays, auctions and fairs...



FOUR ISSUES  
PER YEAR  
20 PAGES  
EACH

An article in our next *Photographic Canadiana* concerns *The Inventors of the Cirkut Camera and its Parts*. It is little known that William James Johnston, who took out the first patent (1904) for the famous camera, was a Canadian. We have traced his history and report his move to Toronto after the demise of the Rochester Panoramic Camera Co. In 1907 the *Panoramic Camera Company of Canada* was established at 18 Victoria Street to take photographs with Wm. J. Johnston as founder and manager. You can find panoramic photographs at various photo fairs, so check the credit

line inscribed in the corner of each picture. Having lost all his money, Johnston, in his old age, was reduced to living on a small government pension. He died in 1941. I recently took up the search to see where he is buried and found him at the St. John's Norway Cemetery in east-end Toronto. He and his wife are located in a strip of land close beside Kingston Road. Its called the "flat area" as markers all lay flat on the ground. But there is no grave marker for William J. Johnston, only office records point to his existence. A commemorative plaque would be appropriate!



William J. Johnston, inventor of the Cirkut camera is buried in the strip of land at right. No marker commemorates his grave or fame.

# FROM THE 'NET

It's becoming a trend for new gadgets to be seen in pubs and taverns even before they are "officially" released to the public and press. A case in point is the Sony mirrorless system cameras. According to Sony Alpha Rumors, the NEX-3 was spotted in a pub in Asia. But unlike most leaks which involve blurry shots, the pictures of the Sony camera are sharp and seemed deliberately posed. Such "leaked" stories gain more attention and lineage in the media so the manufacturers play along with the ruse.

The blog also mentioned that the lens on the camera is a 16mm F2.8, which appears to have a chrome finish. Following in the footsteps of Olympus when it first unveiled the E-P1, the Sony shooter doesn't seem to have an onboard flash.

PENTAX Canada Inc. announces that their K-x has been voted "BEST DSLR Entry Level 2010" by TIPA (Technical Image Press Association). TIPA is a non-profit, independent organization consisting of the editors and technical directors of 29 magazines in 13 countries. TIPA members made their selection during a meeting in New York on April 9, 2010. Since there are many categories, practically every manufacturer can grab for the headlines with "their win."

TIPA also chose the FinePix REAL 3D System for Best Imaging Innovation. Fujifilm's 3D technology offers an uncomplicated way for consumers to create and per-



ceive 3D images and movies. Advanced 3D digital shooting is as easy as 2D photography with the FinePix REAL 3D W1 camera. The

camera's display allows immediate displaying of the 3D visual captures. Also 3D prints can be produced for which Fujifilm has succeeded in the precision lamination of high-resolution, low-halation prints with lenticular sheets that create the 3D effect.

Beginning in June, the George Eastman House in Rochester is launching a series of photography workshops, some open to the public for the first time. Ranging from rare historical processes to how to manage digital processes, many of these workshops had been previously offered only to the world's top photo conservators.

The first workshop, *Tracing the Light: Imagery Before Photography*, unveils the physionotrace, the camera obscura and the camera lucida. Participants in the June 14-17 event will explore the era just before the dawn of photography and make drawings in the formal gardens at George Eastman House. You'll make your own 19th-century-style portable camera obscura. The class is limited to 10 participants. Tuition is \$750, (\$700 for GEH members), plus \$30 materials fee. For information go to: [www.eastmanhouse.org/Main/events/series/photo-workshops](http://www.eastmanhouse.org/Main/events/series/photo-workshops).

Rumors on the Web indicate that Sony will announce its Micro Four Thirds equivalent in early May. One particularly speculation is that the firm will unveil two models, with one of them going for less than the body-only option of the Olympus E-PL1 (US\$549). It also seems there are three lenses in the company's pipeline – a 16mm F2.8, 18-55mm F3.5-5.6 and 18-200mm telephoto optics. Competitors may now face a "war," this time based, not on features, but on price.

The Globe and Mail shows an interesting series of images on their web site taken by James Peters, a captain in the permanent Canadian Militia at the time of the

North-West Rebellion of 1885. He was an avid photographer, a writer and a free-thinking critic of the Canadian military.

At [www.theglobeandmail.com/books/live-from-the-north-west-rebellion/article1473094/#photos](http://www.theglobeandmail.com/books/live-from-the-north-west-rebellion/article1473094/#photos) the Globe & Mail gives a full report covering the book: *Circumstances Alter Photographs: Captain James Peters. Reports from the War of 1885*, by Michael Barnholden, Talon Books.

Although battlefield photographs had been taken before 1885, they were exposed using large cameras and slow plates that resulted in after-the-fact scenes with staged results.

Called up for duty with the Canadian Militia which headed west to subdue the Metis, Peters did double-duty as a correspondent and photographer for a newspaper as well an Artillery officer.

Peters equipped himself with a hand-held Marion Academy camera which had a relatively high shutter speed, and could be loaded in advance with 12 glass plates. Reloading had to be undertaken at night lying on his stomach with blankets covering his hands and arms. Somewhat bulky, the camera had a focussing viewer on top and a sliding box on the bottom



Image of No. 4 Patent Academy camera courtesy of the George Eastman House, Rochester. Variations of fittings exist.

holding twelve glass plates. By inverting the camera, a fresh plate could be transferred from magazine to camera for exposure by the rotary shutter, then returned to the magazine by inverting the camera again.



# PHOTOGRAPHIC HISTORICAL SOCIETY OF CANADA

## SHORT NOTICE AUCTION SUNDAY, JUNE 6th, 2010

VIEWING 9:30 AM – BIDDING 11:00 AM – 250+ lots

Canadian Legion Branch 344, 1395 Lakeshore Bld. West, Toronto



**ABSOLUTE AUCTION**

### Selected inventory from

#### INTERNATIONAL CAMERA REPAIRS

Classic 35mm, medium format, large format 4x5 & 8x10 cameras & lenses; All makes: Cambo, Sinar, Linhof, Canon, Minolta, Bronica, Hasselblad, Rollei, Mamiya, Bogen, Vivitar, Tamron, Tokina; Nikon AF lenses, AF film cameras, accessories, slide trays & 35mm slide projectors, flash bulbs, darkroom accessories, enlargers, tripods, motion picture items, film holders & photographic accessories.

Items are from one member who is retiring from the trade. PHSC will not accept additional items for this special Store Contents Auction

**FORMAT SAME AS MARCH AUCTION**

**NO RESERVES – NO MINIMUM**

**EVERYTHING MUST SELL**

**A 5% BUYER'S  
PREMIUM WILL APPLY**

CASH or known CHEQUE will be accepted as payment for auction items

Sorry– no credit card payments.

Item preview - day of auction 9:30am - Bidding commences 11:00am

**THIS IS A NO-RESERVE AUCTION – EVERYTHING MUST SELL**

**FREE ADMISSION – PUBLIC WELCOME**

**SUNDAY, JUNE 6TH**

For update information check: [www.phsc.ca/auction.html](http://www.phsc.ca/auction.html)

**SUNDAY, JUNE 6TH**

# Notes from Ev:

by Everett Roseborough

## OLD TIME EQUIPMENT

In running my different studios over the years, I assembled a variety of used equipment which proved to be most useful with modern applications, despite their age. There were several old head-rests of the clamp-and-agony style that came down from Sammy Kaye who had them in his daylight studio – the last to be operated in the Toronto area, as far as I know. One in particular was quite unique as the bulky cast-iron feet had been made by a foundry in Niagara Falls (by imprinted name) while the upright column was clearly from the mould of a fire hose nozzle (see drawing).

I made full use of the head rests up until the 1960s when strobe lighting became available. I did considerable fashion photography of models wearing hats with

veils which quivered from the slightest disturbance. Shooting with an 8x10 camera and having to stop down to f22 to get the best depth of field, I ended up with an exposure of at least one full second. Even with the model “clamped down” it took considerable patience to expose between the model’s heart beats. The movement from a heart beat could ruin the small dot details in the veiling decorations. So the head clamps proved to be my salvation in that situation.

For models that had to be leaning or reclining back in a pose, I could push the clamp into their waist to give support and hold them still.



Another item that came from the Kaye Studio could have originated when the Simpson Brothers first started in the 1880s in Toronto. It was called an *Endean Chair* that is cited in *Anthony’s Bulletin* of 1888. This was a posing-bench combination that was mounted on a circular platform with several small wheels at its edge. It was the ideal way to swivel the seated sitter

around to get the best daylight coming in the window. The seat could be easily adjusted for height and it came with a separate bar on which a bicycle seat was mounted. That part was probably for a standing wife while the husband sat in the lower chair.

Much of my old equipment was donated to the Science Centre in Toronto but it proved for naught as it all was put into storage.



Wayne Gilbert has been heading up a PHSC 35th Anniversary project which will be finished soon. He and Bob Carter have been digitizing 35 years of *Photographic Canadiana* along with all other publications: PC Index, E-Mail Newsletters, etc. In searchable PDF format on a DVD disc, it will go only to paid up members of the Society. Not sure how many football fields the pages could cover but there will be thousands of interesting stories to read and a ready source of historical information.



## Coming Events & Want Ads

### MAY 1st thru AUGUST 30th, 2010.

The Art Gallery of Ontario, to celebrate CONTACT 2010, has commissioned conceptual artist Barbara Kruger to create a large-scale public installation on the Gallery's signature glass skirt, spanning an entire city block between McCaul and Beverly Streets. This marks the first time the AGO has exhibited artwork on the exterior of its newly transformed building. Still on view until the end of May is the work of pioneering multimedia artist Françoise Sullivan, recipient of the 2008 Iskovitz Prize.

**JUNE 5th and 6th, 2010.** Considering a week-end in Paris, France? Then add to your itinerary a visit to Europe's most important open-air photo fair at Bievres, outside Paris. Sales officially begin on Saturday, May 5th at 2 PM until 9 PM. Sunday times are 7 AM to 6 PM.

**The Daguerreian Society 22nd Symposium** will be October 21-24, 2010 at the DoubleTree Hotel in Atlanta Buckhead, 3342 Peachtree Rd., NE, Atlanta, Georgia. For information and registration contact [info@daguerre.org](mailto:info@daguerre.org)

**MAY 1st to JUNE 5th, 2010, The Bulger Gallery**, 1026 Queen St. West, Toronto, 416-504-0575, [bulgergallery.com](http://bulgergallery.com) – presents the first international exhibition and sale of vintage prints from the Image Collection at the National Geographic Society. THE PERVASIVE VIEW features approximately 80 unique vintage black and white prints representing the earliest days of the Society (founded in 1888) through the 1940s. The exhibition includes images from Canada and from around the world encompassing several genres, including exploration, discovery, anthropology, aeronautics, and portraiture. Many of these images have never been published.

### For Sale

Sheldon Chen has published a book of Karsh images. *All Things Karsh* is a high quality, limited edition book in a presentation box plus a



## PHSC SPRING FAIR Sunday, May 16th, 2010

The Annual PHSC Spring Fair opens its doors at the Soccer Centre in Woodbridge, Ont., 7601 Martin Grove Rd. starting at 10 AM for eager buyers. For table information contact: Clint Hryhorijiw, Fair Chairman, TEL: 416-622-9494 or E-mail to: [1956canada@gmail.com](mailto:1956canada@gmail.com). Admission \$7.00 – free to students with school ID.

modern Karsh portrait from the original negative. Priced at \$400.00 list. [shelchen9210@aol.com](mailto:shelchen9210@aol.com)

### Wanted

Larry Gubas, of Zeiss Historica needs materials relating to the earliest Zeiss/Ica companies. Prime attention are firms of Huettig, Dr. Kruegener, Wuensche, Zeiss Palmos and, of course, Zulauf of Switzerland. He wants images of cameras, ads or catalogs and is willing to purchase but also happy to receive copies or scans. Send to: [larrygubas@gmail.com](mailto:larrygubas@gmail.com)

### For Sale

Stephen Shuart has moved to Massachusetts and reminds us he still supplies ground glass to size. Also has truck loads of photo materials in storage for sale. Try: [r.stephenshuart@verison.net](mailto:r.stephenshuart@verison.net)

### Fort George Photos Wanted

Clark Bernat of the Niagara Historical Society Museum sends a request from old Fort George which is under renovation for "1812" celebrations. Needed are reconstruction photos of the Fort from the 1930s and 40s. Tel: 905-468-3912 or Fax: 905-468-1728 or [ClarkBernat@niagarahistoricalmuseum.com](mailto:ClarkBernat@niagarahistoricalmuseum.com)

### For Sale

*Early Photography in Kingston* (biographies of 60 photographers) by Jennifer McKendry. Available at \$15 plus \$3 for shipping. For copies contact: J. McKendry, 1 Baiden St., Kingston, ON, K7M 2J7

### Wanted

Cash paid for collections, liquida-

tions and estates containing cameras, lenses, photographs, documents, books, negatives etc. Please call Tom for no obligation evaluation 416-888-5828.

### Wanted

Ed James is looking for Russian F.E.D. and Zorki 35mm type cameras, NO Zenits! Contact: Ed James, P.O. Box 69, Elkhorn, Manitoba, R0M 0N0, Tel: 204-845-2630.

### For Sale

CD ROM of *Biographical Index of Daguerreotypists in Canada 1839-1871* by Graham Garrett is available for research. Great source for earliest photo process in Canada. Available thru *Archived Books* at [www.archivedbooks.ca/acdbcCanada.html](http://www.archivedbooks.ca/acdbcCanada.html) OR go to [www.se-photo.com](http://www.se-photo.com).



### Wanted

Bicycle & Motorcycle photography – all related items. Contact Lorne Shields, P.O. Box 87588, 300 John St. P.O., Thornhill, ON, L3T 7R3, [lorne-shields@rogers.com](mailto:lorne-shields@rogers.com).



### Wanted

Stan White has a request via James McTammany & Co who seek an 8mm projector (not Super 8). Hope to beg, borrow or buy to view family films to see if they are in condition worth putting on DVD. If anyone has such a projector please e-mail to Stan at: [stanon@sympatico.ca](mailto:stanon@sympatico.ca)

### For Sale

Boris Spremo has limited edition poster of *Toronto Sequicentennial 1834-1984* which bears one of his photos. Contact Boris at [boris-spremo@rogers.com](mailto:boris-spremo@rogers.com)

### Information Wanted

Gems and carte de visites, tintypes in Canada - seeking history and examples for an article and for my website [www.tiny.cc/tintypes](http://www.tiny.cc/tintypes). Marcel Safier, Brisbane, Australia [msafier@ozemail.com.au](mailto:msafier@ozemail.com.au)