

The PHSC E-MAIL

Volume 10-2, Supplement to Photographic Canadiana, June 2010

The Photographic Historical Society of Canada

Wednesday, June 16th, 2010...

HEATHER MORTON - Artist's Portfolios: Marketing in the Digital Age

Heather Morton is a Toronto based Art Buyer. What is that, you ask?



HEATHER MORTON

"The Art Buyer fulfills two important but different functions. On one hand, it is a creative role - collaborating with the creative team to source the right creative supplier takes a keen interpretive eye combined with a comprehensive knowledge of

current photography and illustration trends and styles. In a completely different way, an Art Buyer is also a Project Manager."

In her unique roles as Art Buyer and Creative Consultant, she scouts talent, awards jobs and produces photo shoots for major Canadian agencies and clients. In addition, she helps photographers build the best portfolio possible with insights into the demands of the commercial world. Through working relationships with photographers and Art Directors, she has viewed and assessed hundreds of portfolios from around the globe and believes that successful books communicate both creative vision plus technical and professional expertise. In 2008 Morton launched a blog: HMAb at < www.heathermorton.ca/blog/ > that receives over 25,000 hits a month and encourages discussion about all matters having to do with photography in the commercial world.

Join us and see how this aspect of Commercial photography has changed with the evolution of digital technologies.

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.

SPECIAL AUCTION - JUNE 6, 2010 - CANADIAN LEGION
BRANCH 344, 1395 LAKESHORE BLVD. WEST, TORONTO ONTARIO
VIEWING 9:30AM BIDDING STARTS 11:00AM

We will be taking a break for the summer layover as the PHSC closes down until September. Hope you have a good holiday as well. We will be still working in the background preparing items for future issues of our publications as well as working on future programs.

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, 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 starts at 9:30am - bidding at 11:00am.

June 16th, 2010

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

After the June meeting we take time off for the summer months to rejuvenate and prepare the projects and programs for the fall season. See you then in September!

JOIN THE PHSC TODAY

FOR PROGRAM UPDATES
www.phsc.ca

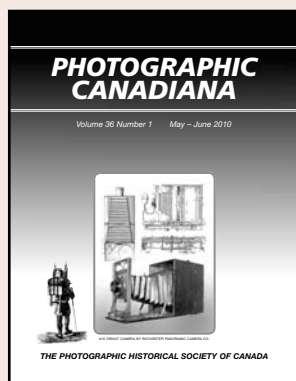
If you wish to communicate with any of the PHSC executive then try our E-mail address which is

info@phsc.ca

Robert A. Carter - Webmaster

PHOTOGRAPHIC CANADIANA VOL 36-1 MAY-JUNE 2010

Our hard copy *Photographic Canadiana* which is delivered by mail only to paid up PHSC members, is particularly interesting and informative for the Volume 36 No. 1.



Fewer societies are still able to produce printed journals; ours has twenty B&W pages (4 issues per year) of in-depth research for only \$35.00. For more information check out our web site at: 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 brings new information of the Cirkut camera inventors. Another article addresses the reason why the majority of 19th century photographers in Toronto were clustered along several blocks on the south side of King St East.



THE ABSOLUTE AUCTION - SUNDAY, JUNE 6TH

by Douglas Napier

Some may think I am yammering like the fellow on TV who wants to buy your old gold or the other guy trying to sell you a kitchen gadget, but I am really enthusiastic about our upcoming auction. It is happening this Sunday, June 6th at the Canadian Legion Branch 344 1395 Lakeshore Blvd. West, Toronto. See our PHSC web site for a map.

Make sure you arrive early to inspect the collection on display. There is so much variety and such a pile of good material to choose from that you will have a hard time honing down a "must have list."

When we describe it as the ABSOLUTE AUCTION, we mean it is going to be remembered for years to come, as the sale of the century. One of our members is downsizing his business and has moved out of his location; a plethora of equipment has been put at our command to dispose of - everything MUST be sold - this is a no-reserve auction.

As you can see from sample photos shown on our PHSC web site and in our ads, there will be an absolute abundance of choice cameras, lenses and accessories. It's going to be a once-in-a-lifetime opportunity to access some prime photographica. There are 4x5 bellows cameras, commercial



DOUGLAS NAPIER

lenses to fit them, 2 1/4 as well as 35mm cameras and a selection of lenses. As well, there will be slide trays, 35mm slide projectors, flash bulbs, film holders, darkroom accessories, enlargers, tripods, motion picture items... you name it.

We've been quite selective in culling down the items to be presented and it is a shame we can't bring everything. Know then that you will have the best choices to select and bid for.

SEE ADVERT ON NEXT PAGE



PHOTOGRAPHIC HISTORICAL SOCIETY OF CANADA

SHORT NOTICE AUCTION SUNDAY, JUNE 6th, 2010



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

Canadian Legion Branch 344
1395 Lakeshore Bld. West, Toronto
West of the CNE, parking to the East of
the Legion building, south side of Blvd.

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 OUR MARCH AUCTION
NO RESERVES – NO MINIMUM
EVERYTHING MUST SELL

A 5% BUYER'S PREMIUM WILL APPLY

CASH or known CHEQUE will be accepted 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

SUNDAY, JUNE 6TH

FROM THE 'NET

Everard & Company announces the auction of one of the largest collections of cameras in private hands. The Eaton S. Lothrop, Jr. photographic collection will be sold online between June 10th-30th, 2010 on iGavelAuctions.com.

The auction comprises over 400 lots of cameras and related material dating from the 1870s to 2000s including a No. 1 Kodak camera of 1889 (estimate \$1000-1500), an original Brownie camera of 1900 (est. \$600-900), early English wood cameras and an important series of American detective and hand cameras from the 1880s-1910. Estimates range from \$150 to \$3000.

A second auction of Lothrop's important library of original trade catalogues and reference books; photograph collection including daguerreotypes, tintypes and carte-de-visite and his own research materials will take place in the Fall.

May 29th saw the sale of the world's most expensive camera in Vienna as it went down under the hammer for 732,000 Euros. That equates to almost \$1 million CND.

The attic find of the 1839 camera created a great deal of pre-auction excitement in camera lover circles. Only a few examples of the Daguerreotype Giroux offered by WestLicht are known to exist and those are in public museums and collections. A camera of this type has never been offered at a public auction before.

The duel of bidders in the auction room ended after twenty minutes with a record telephone bid. With a starting price of 200,000 Euros, the wood-built sliding-box camera changed owners for 732,000 Euros and thus became not only the oldest but also the most expensive camera in the world. With that WestLicht has broken its own record of 576,000 Euros, which was set in 2007. No less spectacular is the price achieved by the mercury box that



Peter Coeln, CEO of WestLicht Photographica Auction in Vienna is seen with the 'Daguerreotype' camera from 1839. Built by Giroux it is signed on the label by the inventor Louis Jacques Mandé Daguerre.

goes with the Daguerreotype – the extremely rare accessory was sold for 144,600 Euros.

DayMen Photo announces that the NEW Lensbaby Control Freak lens is now available in Canada.



The Control Freak is the evolution of the Lensbaby 3G, an ideal selective focus lens for tabletop and macro photography. You can compress and bend the lens to find your desired "sweet spot" and then lock it in place with the push of a button. Once locked, you can fine focus using the barrel focusing ring and fine tune the tilt with the Control Freak's three metal posts.

Canon Inc. has announced the achievement of a new camera-manufacturing milestone as combined production of the company's EOS-series film and digital single-lens reflex (SLR) cameras passed the 40-million mark.

Production of the EOS SLR camera first began in 1987. By the 10th anniversary of the series, production reached 10 million units, and in 2003 passed the 20-million mark. After the rapid spread of digital SLR cameras, Canon went on to reach the 30-million mark during the series' 20-year anniversary in December 2007, followed by the current 40-million-unit production milestone, attained after a short two years and four months.

CNET points out that underwater casings are common for dSLRs and compacts, but this is the first time they've come across a housing made for rangefinder cameras. In this case, it is for the premium Leica M8 digital rangefinder which costs about US\$4,500.



This boxy case allows users to access most of the controls and is rated to be able to dive to depths of 45m. However, given the complex operation of rangefinders for focusing, they wonder how well it will perform underwater.

If you have an extra US\$8,000 to spare, then why not get a housing to put your M8 in and bring the whole contraption for a dive. Mere mortals can only content ourselves with waterproof compacts.

For a good read on the history of veteran photographer George Hunter go to the special blog on Tom Bochsler's web site at: <http://www.bpi.maging.com/blog/?p=314>. George was a very entertaining PHSC speaker back in January 2003 relating many similar photo escapades.

Things I learned at the Spring Fair

by Robert Lansdale

Bob Gutteridge has mounted optical and cine equipment exhibits at our PHSC Fairs for many years. His displays are always educational as he takes great care in selecting new acquisitions and preparing well researched information cards. One of the items that caught the eye of visitors to this year's Spring Fair



was a *Polyorama Panoptique* which was produced in Paris in the 1850s. Gutteridge is seen demonstrating the optical viewer to Bob Carter and Stan White which, by opening or closing a top door for front lighting or the back door for backlighting of



the image, will change the scene from day to night. Altering the doors, which are tied together by a metal strip, slowly brings on the evening while pin-pricked holes become street and house lights. Its history at your finger tips which makes our Fairs different.



SURPRISE MOVING PICTURE MACHINE.
No. 133



Remember the story in our February 2010 E-Mail newsletter where M. Lindsay Lambert illustrated several optical toys that were offered in a catalogue from The Novelty Manufacturing & Art Printing Co. of Montreal. One of the items was the "Surprise Moving Picture Machine" which turns out to be a four inch tall Stanhope made of brass. The viewer at the top shows a portrait of a couple. In the advertisement you are encouraged to turn a wheel on the side to achieve "action." But in reality turning the knob caused a pump inside to squirt water into your "surprised" eye. Nik Njegovan dug it out of his odds-and-ends collection when he read our story.



Anenigma (at left) that awaits discovery. This oddly equipped 35mm Kodak Colorsnap camera with no viewing screen, was thought to be used on a microscope, but the bulky Bausch & Lomb fixture with screw mount seems to imply some other industrial application – maybe X-rays or monitor screen captures.



Shelton Chen tantalizes us with Yousuf Karsh exhibits.

Learned At The Spring Fair.... continued



The long and the small of equipment held by Ed Warner and Hans Kotiesen plus Ikonfex-Zeiss display by John Bock.

Francois LeMai of Montreal proudly presents a treasure of cine and optical equipment at every PHSC Fair as an historical exhibit. Items are quite rare and mostly obtained in England. Francois' researches have uncovered one-of-a-kind projectors only seen as line drawings in old newspapers or catalogues. We feature a Bioscope 35mm cinematograph of 1905 with markings of *Charles Urban Warwick Trading Co.* It is combined with a 1890 Newton Mahogany Lantern.



Also shown is a beautiful 1880 Biunial Lantern Monarch Etopicon with acetylene jet illuminant by Riley Bros. of England.



Visitors seek details of the Monarch Etopicon Lantern – dual barrels for dissolving.



Well engineered B&W cameras of the 1920s – 30s are there to be visited and checked out. The Rolleiflex I Original (at left) 1929-32 with Rim-set Compur shutter and Zeiss Tessar f4.5 75mm lens. Above – roll film Rolleidoscop, three lens stereo camera of 1926-41 by



Franke & Heidecke. The (above) FT-2 35mm Panoramic camera by Krasnogorsk is of the 1958-65 era. The Mentor Folding Reflex (Klappreflex) SLR camera of 1913-30 (at right) brings us to the larger film sizes. It can vary in size 6x9cm to 4x5". Tessar f4.5 15cm lens.



PHOTOGRAPHY BY ROBERT LANSDALE

Notes from Ev:

by Everett Roseborough

OLD LIGHTING ACCESSORY

Flashbulbs were a necessary part of equipment for most photographers during the 1930s, 40s and 50s. Their history dates back to 1925 when Paul Vierkotter of Germany put a charge of flash powder inside a light bulb with a filament covered with magnesium powder. The first-lamp combustion took place in a vacuum, but Vierkotter soon experimented with low-pressure oxygen and crumpled aluminum foil. By 1929 he was marketing in Germany the first commercially successful flashbulbs. Kodak tested the aluminium foil-filled bulb in 1930 and brought it to the attention of General Electric. They secured licenses and introduced the bulb, No. 20, into the American market in August of 1930.

This first model had its shortcomings – the time to reach peak intensity was not constant and the peak, when reached, was very short. But by 1934, GE had perfected the Mazda Photoflash lamp which overcame these difficulties. The bulb is easily recognized by the crumpled aluminium foil within and marked as the *SASHALITE*.

Photographers were eager to rid themselves of the dangers and nuisances of flash powder which was slow to use, could explode causing burns and injury, and always left a pall of acrid smoke after each exposure. Flash bulbs were much more convenient to use in the home, the auditorium or other public places, and in crowded localities everywhere.

In 1937 a new *Superflash Photolamp* was placed on the market by Wabash Photolamp Corp. of Brooklyn, N.Y. under manufacturing license from the original patentees, Philips Glow Lamp Works Ltd., of Eindhoven, Holland. A measured quantity of finely-spun fibers of magnesium-aluminium alloy, resembling *steel wool*, was enclosed in a glass envelope with an igniter situated in the middle of the bundle. Longer flash duration, consistent peaking, an inner safety coating of varnish to prevent shattering and a blue-coloured dot to assure the bulb was not defective – these all made the Wabash Superflash most desirable. General Electric, Sylvania Electric and Westinghouse all eventually produced the bulbs.

The flash bulb also spawned other advancements in photography such as the flash synchronizer, becoming synonymous with the press camera which, combined with flash bulbs, improved speed of handling and changed candid photography throughout the world.

There are many stories involving flash bulbs which give insights to their use and even danger. I recall an assignment in Toronto when Bill “Willy” Morehen was assisting me to photograph a choir from a vantage point in the balcony of a church. We had taken the first exposure using the largest #75 Westinghouse bulbs which were screwed into our normal tungsten reflectors – several bulbs could be taped together in the reflectors for extra power. Firing of the bulbs was accomplished by plugging into the house 110 volt-current. The heat from one fired bulb would ignite the other bulbs in the grouping.



After the first exposure, I was busy changing the film holder while Willy started to replace the flash bulbs. But we had forgotten to pull the plug from the wall socket so when Willy put in a fresh bulb, it went off directly into his face. He was momentarily stunned and with his back to the edge of the balcony, teetered over the low guard rail. Surprised by the flash, I turned to see Willy flailing his arms to regain his feet and was

heading to certain doom below. My instant re-action was to make a lunge for him and, by luck, caught a patch of clothing to drag my friend back to safety. A close call indeed!

Noted Toronto photographer Herb Nott, after graduation from University, had to impress his parents that he had made the right choice as a career. They wanted him to enter optometry. His big chance came in 1939, working as a freelance photographer for the *The Toronto Star*. The King and Queen were visiting Canada and would be passing the Star building, at that time on the north side of King Street, west of Bay. Herb was assigned to take a picture of the Royal couple passing the building in their open car.

He took up a position in a second-floor shirt factory across the street. As Herb related: “The light was fading outside, with shadows lengthening. In those days our films and lenses were pretty slow, and I was wondering how on earth I’d ever get this shot.” Then with his trademark resourcefulness, Herb gathered together six desk-mounted gooseneck lamps and aimed them out the open windows, down towards the street. He filled their sockets with his most powerful flashbulbs, and wired the lamps to his camera flash unit.

As the Royal car approached, Herb aimed his Speed Graphic press camera and squeezed the shutter release. The street below was bathed in an instantaneous burst of light as all the bulbs fired... and Herb had his photo. It made the *Star*’s front page, and he was on his way.