

# The PHSC E-MAIL

Volume 10-4, Supplement to Photographic Canadiana, October 2010  
The Photographic Historical Society of Canada

**Wednesday, October 20th, 2010...**

## PAUL PASQUARELLO - 3D PANORAMA TABLE EXHIBITS/SALES START AT 7:30 PM

**In the basement of the  
North York Library  
5120 Yonge Street,  
TTC Subway stops at  
the library door.  
Plenty of underground  
parking.**

Prepare yourself for an outstanding program as Paul Pasquarello returns from Buffalo with his NEW 3-D projection show of beautiful panorama images. With 3-D polarized glasses you'll want to step right into the scenes.



PAUL PASQUARELLO



HASSELBLAD X-PAN CAMERAS

Paul studied photography at the State University of New York and later taught photography at the secondary and college levels. For many years, he was a staff photographer with the *Buffalo Courier Express*. His photographs have been seen in numerous national and international publications, including *Time*, *Newsweek*, *Playboy*, and *Paris Match*.

national publications, including *Time*, *Newsweek*, *Playboy*, and *Paris Match*.

## ZEISS and EXAKTA AUCTION - NOVEMBER 21, 2010 AT THE CANADIAN LEGION

BRANCH 344, 1395 LAKESHORE BLVD. WEST, TORONTO ONTARIO

VIEWING 9:30AM BIDDING STARTS 11:00AM

Preview 128 images on our web site:

[www.phsc.ca/auction2010nov/gallery/index.html](http://www.phsc.ca/auction2010nov/gallery/index.html)

where you can click images to enlarge for detail inspection.



## 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, October 17, 2010**

-The PHSC Fall Fair opens at the Soccer Centre, Woodbridge, 7601 Martin Grove Rd., near HWY 7. The gates open at 10 AM

**October 20th, 2010**

-Paul Pasquarello of Buffalo, N.Y. will give a return visit to amaze us with his 3D Panoramas - a completely new program.

**November 17th, 2010**

Julienne Pascoe will have as his topic: Preservation and Management of Photographic Collections.

**SUNDAY, November 21st, 2010**

A Special Zeiss Auction at the Canadian Legion Branch on Lakeshore Blvd., West. Viewing at 9:30AM then bidding at 11:00 AM.

**December 15th, 2010**

Our Annual Christmas Party meeting will host the Show & Tell Nite. Bring a Christmas gift.

**January 19th, 2011**

-Starting off the New Year will bring to us Mark Cruz of Nikon Canada.

## JOIN THE PHSC TODAY

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

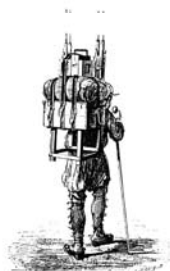
our E-mail address is  
**[info@phsc.ca](mailto:info@phsc.ca)**

Robert A. Carter - Webmaster

PHOTOS BY WAYNE GILBERT

# PHOTOGRAPHICA-FAIR

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



## Sunday, Oct 17, 2010

### MARK YOUR CALENDAR NOW!

10:00 AM until 3:00 PM

# THE BIG ONE!

## The Soccer Centre

7601 Martin Grove Rd., Toronto, (Woodbridge) ONT.

1/2 km south of Highway 7 on the east side

For more information contact

**MARK SINGER, FAIR CHAIRMAN**

tel: 416-879-7168

[fair@phsc.ca](mailto:fair@phsc.ca)

## ONE WEEK TO GO!



**ADMISSION \$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

4335 Bloor St W, Box 11703, Toronto ON M9C 2A5 ❖ [www.phsc.ca](http://www.phsc.ca) ❖ [fair@phsc.ca](mailto:fair@phsc.ca)

# Toronto Notes

Reported by Robert Carter

— COME ENJOY OUR NEXT MEETING ON WEDNESDAY, OCTOBER 20TH, 2010

## THE JUNE MEETING

When our scheduled speaker was forced to take a rain check an alternative program was quickly pulled together. Ed Warner suggested a slide show of recent *GTCCC Interclub 2010* contest submissions (the PHSC is a member of the GTCCC, an organization representing camera clubs in the Greater Toronto Area). A selection of images can be seen on our web site giving you an idea of the variety of photographs the GTA amateurs have created this past year. The slide show proved to be so long no time remained for what we had scheduled – an NFB feature length movie called “Has Anybody Here Seen Canada?” Well maybe in the near future.

## THE SEPTEMBER MEETING

Carl Mills is a Canadian aviation historian with a life long interest in aviation. Carl wears many hats - Associate Historian, Air Force Air Division; member, Canadian Aviation Historical Society; member, Air Force Association; Honorary Member, Korea Veterans Association; and Honorary Life Member, Canadian Naval Air Group.

In 1910 groups of aviators held meets in various North American cities to demonstrate new aircraft and to compete for monetary awards. Included in this itinerary in the summer of that year were two major Canadian cities – Montreal and Toronto. The meets took place over many days and attracted European, American, and Canadian aviators. Groups associated with fledgling automobiles lent their prestige to the aerial events.

The novelty of aircraft and flying was a natural attraction for photographers. The glass plates and roll films of the day were capable of capturing moving objects giving us a legacy of images. Carl chose over 100 early images from a variety of sources to illustrate his tale. He used the life of an illustrious French aviator, Count Jacques De Lesseps of Paris, to bind together the early

days of aviation. Carl's description of the challenges and complexities of keeping a craft in the air emphasized the great risks these pioneers took pushing their machines to the limit. Many died in crashes - it was a “learn as you go” period.

In addition to elevators and rudders to control movements up and down, left and right, the pilot also had to keep the machine from rolling. This was managed in many early machines, including those designed by the Wright Brothers, by twisting a wing to add drag on one side counteracting the tendency to roll. Up to an airspeed of about 35 miles an hour, the pilot could use his muscles to do this but beyond that speed the forces were simply too great. The alternative was to use the now universal aileron - flaps similar to elevators on the wing tips which operated in opposite directions. Dr. Graham Bell contributed greatly to the early success of the aileron which he chose for his Silver Dart machine. It took considerable research to determine the best size, shape, deflection and placement for these roll control surfaces.

To gain speed and payload capability efforts went into designing more powerful engines. Unlike the automobile engine, low weight was an important consideration. Unfortunately as power was increased, forces on the aircraft structure increased, progressively weakening key components like wooden wing spars until there was a sudden wing failure and the craft broke up in the air. Experimentation determined that the lift on the wing was stronger near the leading edge making the twisting forces on the two spars unbalanced. The solution was to increase the cross-section of the

front spar over its companion. Each increase in engine power, each crash, led to more investigation and strengthening of the parts that failed.

The first meet in Canada was held in Montreal from June 27th through July 5th. Both Canadian meets were organized by Mr. Wilcox of Toronto. In Montreal the meet sponsor was the Royal Automobile Club of Canada. Ten pilots and air-



PHOTO BY ROBERT LANDALE

CARL MILLS

craft were attracted to the meet including five from the Wright Brothers in New England. Wilcox wanted Louis Bleriot of France, famous for his aircraft designs, to participate, but he declined in deference to the safety concerns of his wife and growing family. Bleriot suggested another French aviator, Count de Lesseps. De Lesseps' father was part of the small group who built the Suez and Panama canals. De Lesseps agreed to par-

ticipate in return for \$10,000 plus another \$5,000 for expenses. The Count's entourage included himself, his sister and her husband (his physician), his brother, two mechanics, and two Bleriot aircraft. A similar contract was signed to bring in the Wright team. Two other Bleriot aircraft were at the event - one owned by the event organizer and flown by a hired aviator, and one owned by a Mr. Baker Timberlake who intended to learn to fly it himself at the event.

The meet was held at Lakeside (now part of Pointe-Claire). The grounds consisted of five strips of land owned by five different farmers, farm fields that had to be smoothed, with ditches filled. The first effort wasn't acceptable to de Lesseps and the work was redone at a furious pace for opening day. Nearby rail lines and train service moved spectators between Montreal and Lakeside. De Lesseps was a hit with his many skillful takeoffs and landings as was the American Brookins with his death-defying spiral dive towards the ground. Canada was represented by John McCurdy pilot of the Baddeck 1 who was plagued by problems. He experienced many aborted attempts during the meet and on his final flight, he crashed in a nearby field. The crowd rushed over and stripped vital parts from his aircraft for souvenirs, thus ending his participation.

De Lesseps's second aircraft, after the *Scarabee*, was almost a week late arriving. It was uncrated and assembled in time for an historical flight the next day, July 2nd. De Lesseps made a 49 minute round trip to downtown Montreal, around Hotel de Ville (city hall) and back to Lakeside - A first for any Canadian city.

The meet then moved to Toronto running from July 9th through July 16th. The aircraft were transported between meet sites by rail. The sponsor in Toronto was the Ontario Motor League (now the CAA). The site chosen was the Trethewey farm (near Eglinton and Jane). Like the

Montreal location, it was near railway tracks running into the downtown. Both CPR and Grand Trunk (later part of the CNR) added extra trips to take spectators to the farm. Bleachers were set up at what is today Hearst Circle. Like the Montreal meet the flights were a gamble. Some took off as planned others didn't. One flight reached an altitude of 3,000 feet. On two days, there were two airplanes in the air at the same time. De Lesseps once again made a long circuit to city hall and back - this time a shorter 30 minute flight that covered nearly 18 km. The Trethewey airfield remained in service after the meet, attracting some small aircraft companies such as de Havilland and RCAF's 10 Squadron.



While the two Canadian meets didn't make a profit, they were successful in introducing aircraft and flying to thousands of Canadians. And while both meets had spectacular crashes, no one was killed. De Lesseps stayed in Toronto for a few days after the meet. He was introduced to William MacKenzie, whose estate, Benvenuto, was nearby on Avenue Road. MacKenzie invited the young flyer to Benvenuto where he met MacKenzie's daughter, 22 year old Grace. A romance flourished and the couple married the following year in London, England. They moved to Paris and when the Great War broke out, de Lesseps joined the French Army Air Service, helping to defend Paris. In addition to reconnaissance, de Lesseps is credited with attacking German Zeppelins, and piloting low level bombing runs. His wife Grace also

served as a volunteer nurse during the war. After 1918, de Lesseps worked on techniques for aerial photography and became involved in forestry surveys. 1923 was a bad year. His father-in-law, now Sir William MacKenzie, died, the MacKenzie family wealth was dissipated, Benvenuto was sold for taxes, and his marriage failed.

In 1926, his company was commissioned by the Quebec government to do aerial surveys in the Gaspé. He came back to Canada to take charge using a Schreck flying boat. His family had moved back to Canada and his children were able to visit him in Gaspé. During 1926 and the following year, he took thousands of aerial photographs not only of the Gaspé, but also of places like Montreal and Quebec City and numerous villages between Montreal and Gaspé. Hundreds of his glass plates negatives were used to make photographic postcards. The Canadian government had jurisdiction over the nascent aircraft industry stipulated that all companies in the industry be Canadian while the pilots were to be British citizens. In late 1927, de Lesseps was to attend a meeting at Val Brilliant concerning his citizenship. The day of the meeting, October 18th, the weather was bad; nevertheless he started out with his mechanic. An hour later over Val Brilliant his aircraft could be heard but the weather was so bad he could neither land nor be seen. He flew north to the south shore of the St. Lawrence River at Matane. While landing, his flying boat crashed and he and the mechanic were thrown into the water. The fuselage stayed intact and was found three days later. His body drifted with the currents, coming to shore 48 days later at Stephenville, Newfoundland.

Carl gave additional details about Canadian aviation history.

You'll enjoy the complete review of stories and images which are on the PHSC web site at [WWW.PHSC.CA](http://WWW.PHSC.CA)

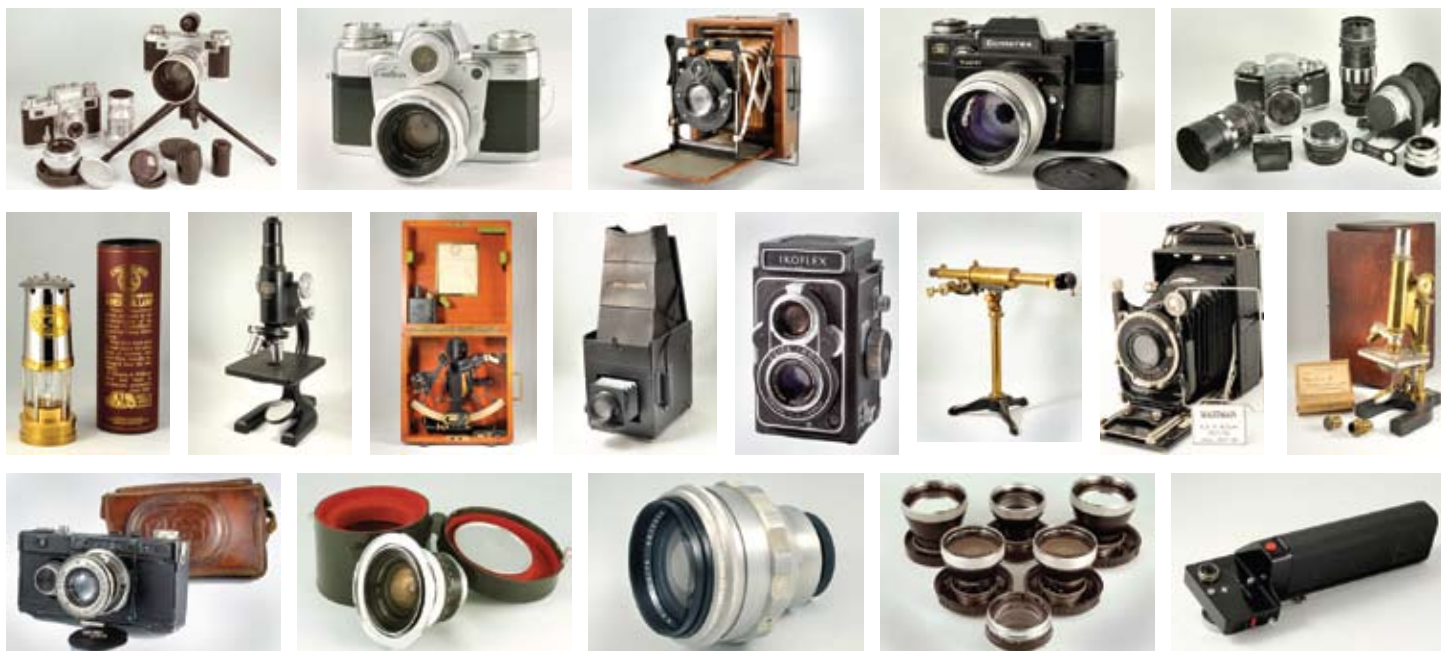
# AND COMING SOON

## THE PHOTOGRAPHIC HISTORICAL SOCIETY OF CANADA

### BIG AUCTION – BIG AUCTION – BIG AUCTION

# SUNDAY, NOVEMBER 21st, 2010

VIEWING 9:30 AM – BIDDING 11:00 AM – 150 lots  
Canadian Legion Branch 344, 1395 Lakeshore Bld. West, Toronto



#### **Selected inventory from THE DON ENGELS COLLECTION**

The Society has been asked to dispose of photographic items from the Don Engels estate. The pieces in this collection, heavily oriented to ZEISS equipment, have excellent cosmetic and collectible value, but since they have been sitting on display for many years, they could have technical issues so are offered as "collectible photographica." Photographs will be posted to our PHSC web site.

Items are from a past member's collection. PHSC will not accept any additional items for this special auction.

**FORMAT WILL BE THE SAME AS OUR  
MARCH AND JUNE AUCTIONS  
NO RESERVES – NO MINIMUM  
EVERYTHING MUST SELL**

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

CASH or known CHEQUE will be accepted as payment for purchases at the discretion of the PHSC. No provision for 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**

**128 IMAGES OF COLLECTIBLE EQUIPMENT AT [www.phsc.ca/auction.html](http://www.phsc.ca/auction.html)**

AN EPIC ACHIEVEMENT...

# 35 YEARS OF PHOTOGRAPHIC CANADIANA

## PRESERVED ON ONE DVD DISC

## AND IT'S YOURS WHEN YOU JOIN THE PHSC

There's more to it as the DVD contains all published E-Mail Newsletters, Supplementary News Sheets, Directories and Indexes. In Acrobat PDF format, all text is searchable for easier research while thousands of pages and photographs are ready for reading.

## JOIN TODAY FOR ONLY \$35 AND RECEIVE IT FREE

**You will also receive four issues/year of the latest Photographic Canadiana plus all PHSC membership benefits**

**This DVD** is our digital link between the past, the present, and the future. In another 35 years, how will we present 70 years of the Society's work? Above all, the DVD is a tribute to our members past and present. Through the 182 issues of PC you can revisit photographs and published words of the past. Our modern digital age offers this tool to easily glean through collected photographic history to find data and stories.

**For the production** of this DVD, the Society owes its thanks to 35th Anniversary Chairman Wayne Gilbert, Webmaster Robert Carter, Editor Robert Lansdale and Past Presidents Ed Warner and Robert Wilson. A brilliant idea with brilliant execution! – C.H.



W. GILBERT



R. CARTER



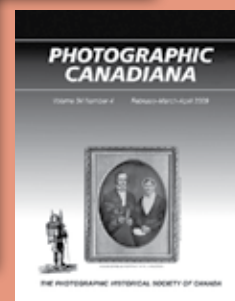
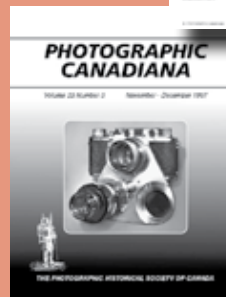
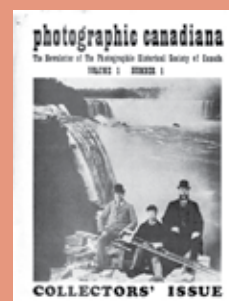
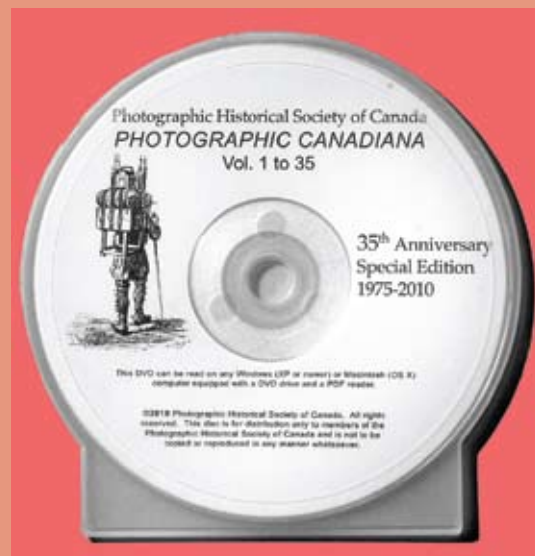
R. LANSDALE



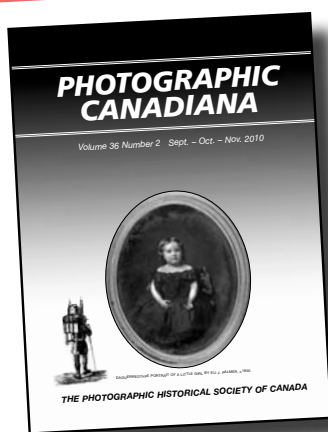
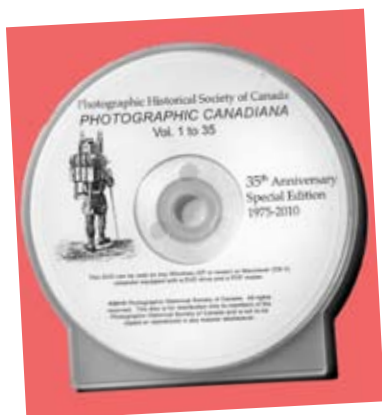
E. WARNER



R. WILSON



# DVD MAILED WITH LATEST PHOTOGRAPHIC CANADIANA



*Photographic Canadiana* for September-October-November 2010 is in the hands of Society members. It is particularly interesting in content with the main feature, 12 pages in length, revealing the biography of photographer Eli John Palmer. He arrived as a daguerreian artist in Toronto in 1849 – retiring as a photo materials dealer in 1878. We have more discoveries to reveal about Palmer so the story will continue in our next issue.

And there are other columns in the 20 page issue: *Toronto Notes* by Robert Carter reports on the presentation by Richard Bell at our May monthly meeting. George Dunbar reviews the foreign magazines received in *Browsing through our Exchanges*. Paul Berg tells us of new thermoplastic case designs while Bob Wilson gives a book report on “CAMERA.” Join the PHSC to receive your own copy, four times a year.

As described on the previous page, the PHSC has produced a DVD containing 35 years of *Photographic Canadiana* in PDF format – both searchable and very much readable.

It has been distributed to all paid up members of the PHSC in the package for our latest PC journal, Volume 36-2. Robert Carter, Robert Wilson and Robert Lansdale were on hand to do the elaborate packaging including gluing the DVD case to a special sheet for security in the mail.

As with all projects it seems gremlins have crept in, causing

problems for a few members to open certain files. Old software/equipment seems to be one hindrance. If you have trouble opening files then please communicate with Robert Carter at: [robertcarter@sympatico.ca](mailto:robertcarter@sympatico.ca)



Carter, Wilson and Lansdale assemble several flyers, a copy of *Photographic Canadiana* and a tipped-in DVD to complete the mailing of PC Volume 36-2.

## FROM MAGIC LANTERN TO MOVIES – 5000 pages on a DVD

The chance find by two collectors of the very rare *Optical Magic Lantern Journal and Photographic Enlarger* (OMLJ) from 1889 to 1903 has resulted in them being digitised and made available on DVD. The issues, supplemented with missing copies from Oxford's Bodleian Library, are reproduced in their entirety including the original advertisements which were usually discarded when issues were bound (5000 pages). The publication only survives in a few national libraries and this limited edition DVD offers a rare opportunity for collectors and researchers to acquire a digitised run which is searchable electronically. The OMLJ covers a key period in the history of photography and the cinema. It appeared shortly before the motion picture camera was introduced. Through editorial pages and

advertisements the DVD charts the arrival and changes in detail.



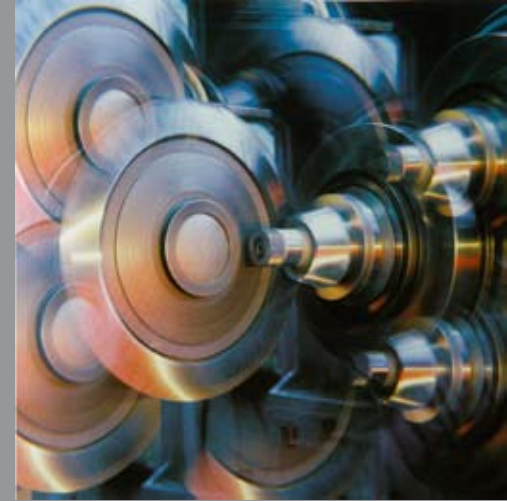
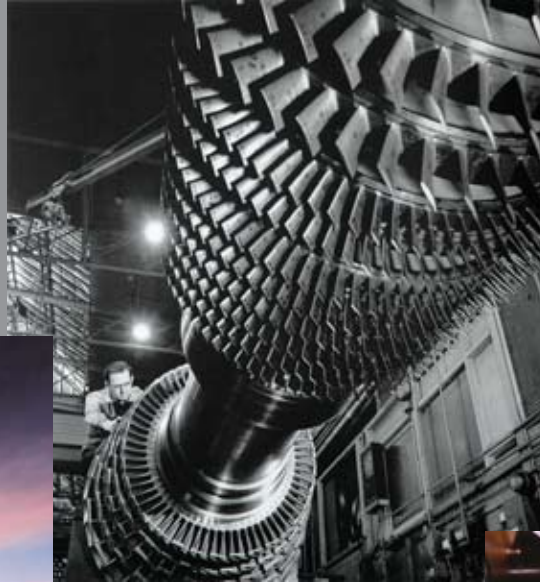
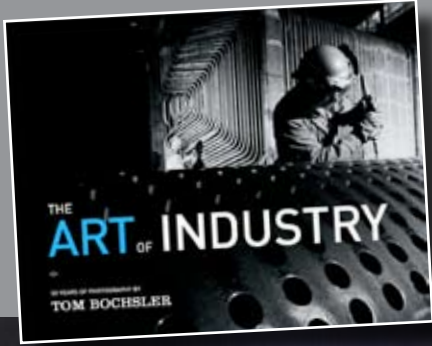
*From Magic Lantern to Movies* (ISBN 978-0-9523011-1-0) is published by PhotoResearch and costs £60 including international airmail postage. Order from Mike Smith, South Park, Galphay Road, Kirkby Malzeard, Ripon, North Yorkshire, HG4 3RX, UK, or email: [lmh.smith@magiclanternsocy.demon.co.uk](mailto:lmh.smith@magiclanternsocy.demon.co.uk).

# TOM BOCHSLER'S IMPRESSIVE THE ART OF INDUSTRY

*Published by the Heart Publishing, Hamilton, Ont.  
Hard cover, 9"x12", ISBN 978-0-9685879-7-3  
Available from Chapters/Indigo  
and from the author at: [tbplbook@gmail.com](mailto:tbplbook@gmail.com),  
192 pages, illustrated throughout.*



ALL PHOTOGRAPHS  
COPYRIGHT  
TOM BOCHSLER



With some 50 years of experience as a professional photographer, Tom Bochsler of Hamilton has set to pages a collection of his best images to show the artistic values that can be obtained in commercial and industrial photography. Arranged in chronological order the pictures progress from his early Speed Graphic film days through to the digital age. Much Black and White predominates in the early portion and are succulent in their reproduction with rich blacks.

I came to know Tom through his photographs entered in the

annual competitions and salons of the Professional Photographers of Canada. Many of the images are prize winning entries. It was easy to recognize a "Bochsler" print through his good eye for composition and the sparkling lighting of heavy industrial machinery.

As photography slips into a new era this image collection will increase in historical value, preserving a record of the industries served by Mr. Bochsler and the places he captured with his artistic eye.

## FROM PROF. LINDSAY LAMBERT's PAPER COLLECTION

Lindsay Lambert in his continuing quest for paper photographica has several interesting items to present here.

The highly decorated Catalog No. 331 from manufacturer De Moulin Bros. & Co. of Greenville, Illinois bears the elaborate

Each page offers different hazing equipment along with a suggested ceremony and scripted speech. How many present day lodges have such equipment hidden in their basements?



The End of the Party: Mickey Mouse takes a Photograph.

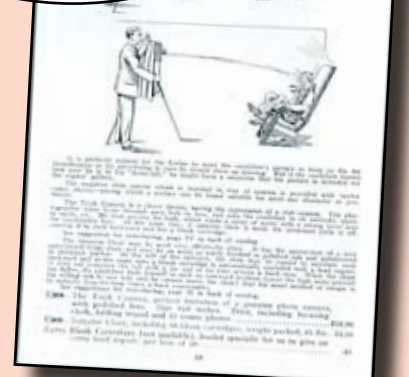
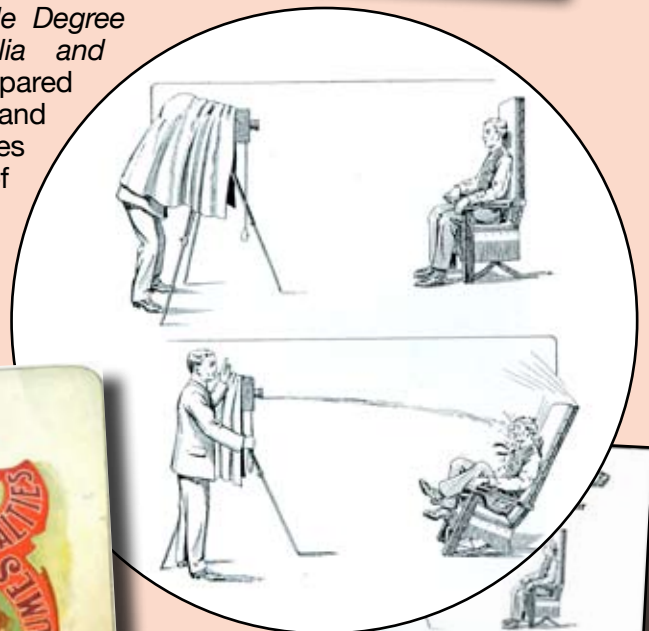
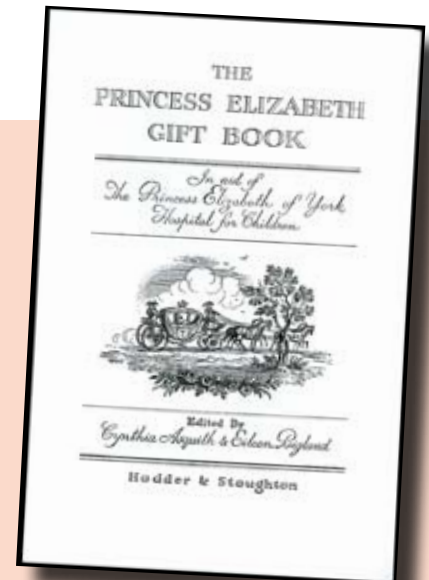
By permission Walt Disney/Mickey Mouse Ltd.

*The Princess Elizabeth Gift Book* was a fund raiser publication to aid the Princess of Elizabeth of York Hospital for Children. Edited by Cynthia Asquith and Eileen Bigland the annual book (224 pages) is a compilation of illustrated stories and poems including a Rupert Bear tale and a Kipling "Just-So" story.

It includes a two-page spread illustration of Mickey Mouse and his retinue arriving at a party where Mickey takes a photo. No date of publication is included but various covers seem to span from 1933 to 1936. Identified to the then young Princess Elizabeth, the contents aim to attract a similar-aged children's audience.... like present day Rupert books.

Royal personages continue to offer their identity and support to similar benevolent fund-raising projects.

title: *Burlesque and Side Degree Specialties, Paraphernalia and Costumes*. It was prepared specifically for fraternities and lodges. Their side degrees added to the "degree of laughter" early Lodge Brethren engaged in when initiating new members!



# FROM THE 'NET

**PhotoHistory XV**, takes place next year at George Eastman House in Rochester, New York on October 21-23, 2011. This changes the symposium to a two-year interval (instead of three year) between proceedings as requested by attendees. So says The Photographic Historical Society who organize the event.

**PhotoHistory XV** will contain a full day of presentations on photographic history followed by a day of browsing at their photo trade show. For information contact: Martin L. Scott, General Chairman of PhotoHistory XV at: [tphs@rochester.rr.com](mailto:tphs@rochester.rr.com).

**Graflex Historic Quarterly Vol. 15, Issue 3** is now available as a pdf file. To be added to the free mailing list or receive the latest issue contact editor Metcalf at: [METCALF537@aol.com](mailto:METCALF537@aol.com)



Leonard Goh of CNET reports: "For those who find **Hasselblad's** 60-megapixel H4D-60 camera a little too confining, the company plans to sell a 200-megapixel model in the first quarter of 2011. Interestingly, it uses the same camera body as its current H4D-50MS, which will be upgradable. However, even in the rarefied air of the medium-format market, where image sensors are very large and very expensive, the 200-megapixel "extended multishot" technology won't appeal to everyone: Each shot will take about 30 seconds to capture, restricting the camera to stationary subjects such as cars, watches, and jewelry. That's because of the design of the multishot-series cameras such as the H4D-50MS. The current model uses tiny piezo-electric motors to shift the sensor a very small amount to combine two shots into one higher-quality image.

Hasselblad underwent tough times, with more ahead as full-frame dSLRs from Canon and Nikon encroach on medium-format turf with advantages in cost, flexibility, low light sensitivity, accessories, and ease of use. But things have improved.

**Hasselblad's H4D** is an integrated system that builds the sensor into the camera body like a conventional dSLR. In contrast, earlier film and digital medium-format cameras use a removable back that lets photographers upgrade or change the sensor without changing the camera body. The design shift hurt a Hasselblad competitor, Phase One, which manufactures such digital backs. Consequently, Phase One acquired a venerable Japanese medium-format camera company, Mamiya, and now is in charge of its camera bodies. In addition, Phase One controls another digital camera back maker, Leaf, which offers a new 80-megapixel medium-format back.

In these markets, brand is still important even if sales are the merest sliver of the overall camera market. To that end, Hasselblad also announced it's building a **limited series of 499 H4D** cameras

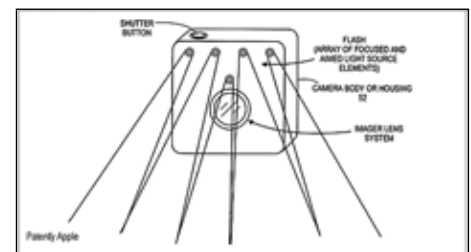


that draw on the clout of another boutique brand, **Ferrari**. The special series of cameras sport the Ferrari logo and the gleaming red "rosso fuoco" colour of new Ferrari sports cars."

**Fujifilm's FinePix X100** is getting much attention. The large APS-C-sized image sensor and hybrid optical/electronic viewfinder are some of its highlights. But its retro look distinguishes it from other compacts. It's inspiration seems to



hail from rangefinder cameras of the 1960s and 70s, right down to the shutter dial on the top plate. It appears that most of the operations are done via analog controls (dials and rings), which was what shooters of the past employed. Such a nostalgic design will definitely appeal to photographers who have used a rangefinder snapper before, and also the younger crowd who find such an outlook fashionable. *Retro* is the "in" thing now, at least for cameras.



Seems like **Apple** wants a piece of the imaging business. The Cupertino firm recently filed a patent for a unique flash for cameras that is said to optimize the lighting on the subject. The patent shows an array of flash lights that point at different directions, so we presume the camera will detect where the subject is and turn on the nearest flash or go hi-tech and balance out the exposure across the field. Gadget blog Gizmodo said such an implementation could make its way to iOS devices such as the iPhone and iPad, and even to video cameras.

Assembled with thanks from reports by Fastlens, Rolf Fricke and CNET Asia.

# LATE NEWS ARRIVALS:

Editor, Ralph London reports that many people enjoyed reading articles on photographica collecting and photo history in the *Cascade Panorama* until it ceased publication in late 2003. Now one more issue with numerous colour images is available online only as a pdf format. This is a particularly good "Reunion Issue" which resurrects the high quality of the belated newsletter of the Cascade Photographic Historical Society.

Download the full newsletter:

[www.pacificrimcamera.com/CPHS/CascadePanoramaReunionIssue.pdf](http://www.pacificrimcamera.com/CPHS/CascadePanoramaReunionIssue.pdf)



You'll find a range of articles on cameras, lenses, images, technique, people and more. Called the *Reunion Issue*, it contains 11 articles

by a talented group of writers, several of whom are newcomers and others who wrote previously. Here are the authors and titles in this issue:

**Mike Kessler**, "I See The Mountain" and Stereoscopic Furniture

**Milan Zahorcak**, Lens Lore: The Morrison Connection

**Janice G. Schimmelman**, Scratching the Surface: The Nineteenth Century Comic Tintype Drawing

**Bobbi London**, Stanhope Postcard

**Scott Bilotta**, Early Color Photographic Expeditions and Processes

**Robert Lansdale**, How F. W. "Fitz" Guerin Created His Illustrations

**Ralph London**, Camera Identification Needed

**Ron Kriesel**, The Journey Since 2003

**Ralph London**, American Optical Company Cameras

**Mike H. Symons**, Too Much Information Can Be Dangerous

**Rob Niederman**, Pearsall's Compact Camera: Forerunner to the Modern Folding Camera

As in the past, **Ralph London** did the editing and **Charlie Kamerman** did the layout. Progressing to the digital idiom, like many other photo historical societies, *Cascade Panorama* is now produced with colour images adding to the value of the publication.

## EATON'S CATALOGUES:

In 1884 Timothy Eaton produced a small, pink, 32-page catalogue listing items and prices and distributed it to visitors at the *Industrial Exhibition* (now known as the *Canadian National Exhibition*) in Toronto. The next spring, a 6-page flyer announced Timothy Eaton's new mail order department. While the Eaton's catalogue was not the first mail order catalogue in North America, it was one of the first to be distributed by a Canadian retail store.

It was ten years before Simpson's produced their first mail order catalogue. By then, Eaton's had cornered a large segment of the market. By 1896, Eaton's mail order department was sending out 135,000 parcels by post and almost 74,000 by express.

Eaton's tried to get their catalogues into the hands of as many rural customers as possible. City dwellers were also on the mailing list and all

Eaton's customers were encouraged to visit the store. Eaton's catered to rural customers who made periodic visits to town by offering features such as a "Farmer's Waiting Room." The tactics were effective, for in-store sales continued to be greater than mail order sales.

The 1899-1900 Fall & Winter catalogue had several pages devoted to the Eaton's Photographic Department.



Be sure to attend

**HENRY'S PHOTO, VIDEO & DIGITAL IMAGING SHOW**

on Fri. October 15th or Sat. 16th, 2010.

**PHSC EXPERTS WILL HELP APPRAISE OLDER EQUIPMENT**

International Ctre, 6900 Airport Rd. Mississauga, 11AM til 3PM

## Coming Events & Want Ads



**The Daguerreian Society:** This year's Annual Symposium will be held in Atlanta, Georgia from October 21-24, 2010. Headquarters and accommodation is at the DoubleTree Hotel-Buckhead, 3342 Peachtree Rd., NE, Atlanta, GA, 30326. Hotel reservations at 1-404-231-1234. Mention the Daguerreian Symposium for a discount. To peruse daguerreotypes



by the "proverbial mile" attend the Saturday Trade Show. Full speaker information at: [www.daguerre.org/symposia/symposium2010.php](http://www.daguerre.org/symposia/symposium2010.php)

### For Sale

Shelton Chen has published a book of Karsh images. *All Things Karsh* is a high quality, limited edition book in a presentation box plus a modern Karsh portrait from the original negative. Priced at \$400.00 list. [shelchen9210@aol.com](mailto:shelchen9210@aol.com)

### For Sale

Stephen Shuart has moved to Massachusetts and still supplies ground glass to size. Also has loads of photo materials in storage for sale. His correct address is: [r.stephenshuart@verizon.net](mailto:r.stephenshuart@verizon.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, liquidations 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 through *Archived Books* at [www.archivedbooks.ca/acdbcanada.html](http://www.archivedbooks.ca/acdbcanada.html)



### Buying or Consignment

Vintage cameras wanted by experienced eBay seller. Professionally presented with pictures and description. Contact at 905-994-0515 or [douglas@dugwerks.com](mailto:douglas@dugwerks.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).



### Auction Sale

Part II of the auction of the Eaton S. Lothrop Collection is now viewable online from Oct. 6th to 26th at [www.iGavelAuctions.com](http://www.iGavelAuctions.com). Daguerreotypes, photos and photo-history literature are featured.

### For Sale

Larry Gubas of *Zeiss Historica*, has published 2 books on Zeiss products: ***A Survey of Zeiss Microscopes 1846 - 1945***; soft cover, 8-1/2 x 10-7/8" (21.5 x 27.5cm), 318 pages well illustrated –157 pages colour illustrations/photos. ***An Introduction to The Binoculars of Carl Zeiss Jena 1893-1945***, 2nd reprint; 6 x 9", Soft cover, approx. 250 pages, paginated within chapters. B&W photos/some colour. Lots of period advertising. Books can be purchased from Petra Kellers at Camerabooks in Oregon

## MICHIGAN

### PHOTOGRAPHICA SHOW & SALE SUNDAY, OCTOBER 17, 2010

Royal Oak Elks Lodge, 2401 E. Fourth St., Royal Oak, MI. 2 blocks south of Eleven Mile Rd. west of I-75 service drive. Admission \$5.

## IN MONTREAL

**47th PHOTO FLEA MARKET**  
SUNDAY, NOVEMBER 7, 2010,  
10AM til 3PM, Montreal Holiday Inn, 6700 Trans Canada Inn, Pointe-Claire, Quebec. Hwy 40, exit 52 Boul. St-Jean, Opposite Fairview Shopping Centre. Fee \$6.00. Contact: 514-898-5351 or [solhade@gmail.com](mailto:solhade@gmail.com)