

# snapshots

Volume 21 Number 8



April 2016

## New Schedule, New Venue for *Photographica* 85 One Day Event to Take Place Saturday, April 2, 2016

### New Venue: American Legion Post, 295 California St., Newton MA

As you may have noticed from the headline above, many things are changing for *Photographica*. After the October event, I decided that I needed to shake up the show a bit. The result is a 6.4 Richter Scale jolt.

Gone is the need for a primarily analog camera show four days each year. Wakefield was too far north of Boston for many students and artists who live in the city. Dealers were reacting to dwindling crowds and declining sales. We were not reaching younger target audiences with social media.



That's all changing! *Photographica* is moving to a professional show venue, back to its roots in Newton, much closer to mass transit. The venue offers a 200 car free parking lot.

After announcing the new format, the show sold out its 80 tables in less than two weeks! More than 20 will be image-only tables. It has been a long time since so many tables were sold. We revamped our social media presence and are getting the word out to people who think it's a really good deal to buy a Rolleiflex f 2.8 for \$55.00, as someone did at our January auction. One dealer tells me he plans on bringing 30 to 40 Speed and Crown Graphics of all film sizes. In what camera shop are you going to see that many great serviceable classics? At *Photo-*



*Photographica* 84; photo by Christopher Hubert

*graphica*, you can touch them and make sure the shutters work; not so on eBay.

My *Photographica* dream has always been to have knowledgeable dealers, high quality equipment and images, good weather, and motivated collectors together at the same show. I'm hopeful this might be the one.

One benefit of your PHSNE membership is free admission to *Photographica*. There will be free coffee and cake, a great auction in the afternoon, and a day of photographic fun with others who share your interests. If you miss this show, you'll have to wait a whole year for the next one—so stop by, and if you know anyone who has an interest in film photography or collecting images, please bring them along.

Additional information can be found at [phsne.org/shows](http://phsne.org/shows). The list of cameras to be auctioned will be put on the website one week prior to the event. The cameras shown at left will be included. Contact me if you have any questions or would like to help with the show ([john\\_dockery@hotmail.com](mailto:john_dockery@hotmail.com)). ~John Dockery

**New Venue:** American Legion Post #440  
295 California Street, Newton, MA 02458

**Date:** Saturday, April 2, 2016 **ONLY**

**General Admission:** 9 AM to 4 PM.

**Admission:** \$5.00, seniors \$4.00. Free for PHSNE members, students with current ID, and active military

**Early Bird Admission:** 7 A.M., \$20.00

**Dollar Tables:** open at 10 A.M. We're clearing out the nearby PHSNE warehouse for this show

**Auction to follow** - Approximately 100 lot auction to follow in the same room from 4 P.M. to 6 P.M.

**This show will be the only *Photographica* show for 2016.** The next *Photographica* Show will take place in the spring of 2017

## Check Out These Interesting Links

Dick Koolish has notified *snap shots* of numerous websites of interest to fellow PHSNE members. A few links are listed below. In most cases, the url describes the contents.

- [petapixel.com/2016/02/08/heres-the-history-of-photography-in-5-minutes](http://petapixel.com/2016/02/08/heres-the-history-of-photography-in-5-minutes) —Included in the 5 minute video is the first “photoshopped” picture
- [rick\\_oleson.tripod.com/index-99.html](http://rick_oleson.tripod.com/index-99.html) - a useful site that helps you find a camera to fit a given lens
- [petapixel.com/2013/07/01/the-big-fat-list-of-documentaries-about-photography](http://petapixel.com/2013/07/01/the-big-fat-list-of-documentaries-about-photography)
- [hyperallergic.com/270663/the-first-flash-photographs-of-the-natural-world-at-night](http://hyperallergic.com/270663/the-first-flash-photographs-of-the-natural-world-at-night)
- [vimeo.com/110929999](http://vimeo.com/110929999) —20 x 24 film camera, one of the largest analog cameras ever made

And here's one from John Wojtowicz:

- [blogs.barrens.com/penta/2016/01/08/the-latest-in-family-photo-storage](http://blogs.barrens.com/penta/2016/01/08/the-latest-in-family-photo-storage) — This lengthy blog describes in detail a service that promises to store your photos—FOREVER, for a monthly fee, converting images into new formats as they are invented

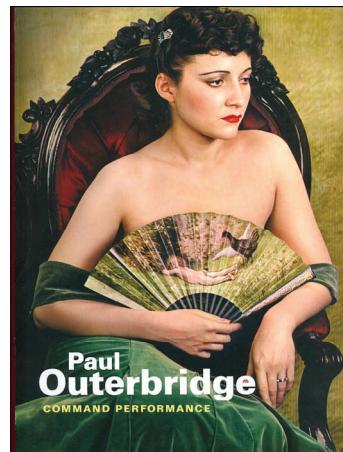
## PHSNE Membership

*New members are invited to join for half the rates for the first year.* Regular PHSNE membership (U.S. and Canada) is \$20 for students, \$40 for individuals and institutions, and \$45 for a family; foreign membership is \$50. Join or renew online at [phsne.org/join](http://phsne.org/join) or [phsne.org/renew](http://phsne.org/renew), or send a check in U.S. dollars, drawn on a U.S. bank or dollar denominated international money order. Members should check the expiration date on the *snap shots* mailing label before sending in dues.

Send payments, changes of address, and other contact information, to Joe Walters Jr, PHSNE Membership Chair, P.O. Box 650189, West Newton, MA 02465-0189. (Call: 617-826-9294; email: [membership@phsne.org](mailto:membership@phsne.org); or use the Web form at [phsne.org/contacts](http://phsne.org/contacts)).

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## Book Review: *Paul Outerbridge, Command Performance* (This Beautiful Book Can Be Yours!)



Published as a catalog for a 2009 exhibit at the J. Paul Getty Museum, *Paul Outerbridge, Command Performance* by Paul Martineau is an excellent coffee table book for lovers of photography. It contains 104 photographs, both color and black and white, by American photographer Paul Outerbridge, Jr. (1896-1958) along with an interesting biographical narrative.

Outerbridge was a pioneer exploring artistic color photography, often using the tricolor carbro transfer printing process. He estimated that each print required about nine hours and cost \$150 to produce (in 1935 dollars). A few of his carbro prints were included in a 1937 exhibition on the history of photography at the Museum of Modern Art. Thanking a philanthropist who donated seven carbro prints, Beaumont Newhall noted that they were the first color photos in MOMA's collection. Many of his photographs were taken with a 4 x 5 Korona View camera, and most of his prints were palladium or platinum.

Among Outerbridge's many accomplishments was applying a Modernist aesthetic to advertising. He believed and demonstrated that commercial art and creativity were not mutually exclusive. His work appeared in numerous commercial publications, particularly Conde Nast magazines, as well as at the nation's premier art museums.

Outerbridge published *Photographing in Color* in 1940, a book that offered technical information about processes used at the time. Recognized as one of America's great photographers, he has been mentioned in a class with Man Ray and Alfred Stieglitz.

A copy of *Paul Outerbridge, Command Performance* will be awarded as a door prize to some lucky attendee at *Photographica*. It will be an excellent souvenir to remind you of a wonderful afternoon with fellow collectors and lovers of photography.

## Century Camera Ushers In 20<sup>th</sup> Century In Style



Looking forward to the new century, a company in Rochester, New York, launched in 1900, took the name Century Camera. Its founders were three former employees of the Rochester Optical Company who opted out of the 1899 mergers of five Rochester companies. Century produced high end plate cameras that soon earned a significant market share—around 25%.

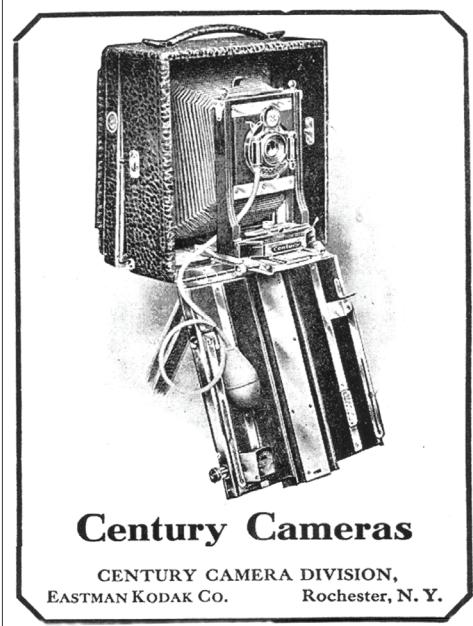


The newly repaired model camera shown above has a brass Century label but no model markings. The 4 x 5 field camera is most likely from the 40 series, probably 40—43. It has a leather covered wood body and red leather covered bellows. The interior is red mahogany with nearly all the metal parts

made of brass. There are only two tripod mounting holes, one on the base and one on the middle of the front cover. Controls to extend the bellows are within the cover assembly. There is a sports viewer on top of the camera.

The lens can be moved up about an inch, and sideways about  $\frac{3}{4}$  inch left or right, to adjust perspective. The camera appears to have been modified in two ways: a flash holder is attached on the right side that was probably added post-manufacture, and there is a level screwed into the top.

The ad pictured here shows a similar camera, a later model which had an unusual feature. The camera cover can be lowered at a 45 degree angle to accommodate a wide angle



### Century Cameras

CENTURY CAMERA DIVISION,  
EASTMAN KODAK CO.,  
Rochester, N. Y.

Photographic Advertising From A-To-Z, With permission from George Gilbert

lens. It may have had a separate back brace to allow the camera itself to become a tripod. The model 40 series camera cannot perform this trick. Someone tried to use the camera in this way and broke the hinge.

The Century Camera Company was bought by Eastman Kodak Company in 1903. It retained its name until 1907 or 1908 (conflicting sources) when it became the Century Camera Division of Eastman Kodak Co. Cameras were produced under the Century name until 1920. ~Story and photos by Lew Regelman

### Image Collectors Take Note

The *New York Photo Show and Sale of 19<sup>th</sup>—21<sup>st</sup> Century Photographic Images* takes place at the New York Academy of Medicine in New York City on April 16<sup>th</sup>. Items for sale include “Fine Art Photography, everything from daguerreotypes to digital images, stereo views to RPPC, signed books and anything photo related.” Details are available at [newyorkphotoshow.com](http://newyorkphotoshow.com).

## Worcester Museum Features Cyanotypes

The Worcester Art Museum, located about 50 miles west of Boston, is hosting *Cyanotypes: Photography's Blue Period* through April 24th.

As defined in its press release, "cyanotypes are photographs with a distinctive Prussian blue tonality produced by treating paper with an iron-salt solution. The treated paper can be developed using only the sun, which made



[worcesterart.org/exhibitions](http://worcesterart.org/exhibitions)

cyanotypes a favored technique among amateur photographers through the turn of the twentieth century." The exhibit consists of about 70 cyanotypes from the 19<sup>th</sup> century through the present.

Several contemporary examples are on display because there are artists who are revising the process. One of these is Jessica Ferguson who presented a program on the topic titled *Handmade Photography* at the April 2011 PHSNE meeting. Her work is included in the exhibit. Additional information is available at [worcesterart.org](http://worcesterart.org).

### PHSNE Meetings

Meetings are usually held on the first Sunday of each month, September to June, at 1:30 p.m. preceded by an open meeting of the PHSNE Board at 11:00 a.m.

### Upcoming meetings:

**May 1**—Michael Zacks, Zachs Camera Repair, Camera maintenance and repair

**June 5**—Alan Zinn, Panoramic photography

**Driving directions to American Legion Post:** Please visit [phsne.org/shows](http://phsne.org/shows) for assistance with driving directions..

### Public transportation:

The American Legion Post 440, on the Newton side of the Charles River, is about half a mile from the Watertown Square bus terminals. Both Bus #59 from Needham and Bus #71, a trackless trolley from Harvard Square, stop directly in the Square. Bus #57 from Kenmore Square and #504 an express bus from downtown Boston stop in the nearby Watertown Bus Yard, which is on the Newton side of the river. Visit [mbta.com](http://mbta.com) to check routes and weekend schedules.

### PHSNE Online

PHSNE's Web site is online at [phsne.org](http://phsne.org). See [facebook.com/phsne](http://facebook.com/phsne) and the president's blog at [phsne.org/presidentsblog](http://phsne.org/presidentsblog) for items of PHSNE interest. Comments are welcome, so join the discussion of photo history. Visit [phsne.org/archive](http://phsne.org/archive) for PHSNE history and *snapshots* issues. Scheduling changes due to weather conditions or other factors will be posted on this website.

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New Venue: 295 California St., Newton MA  
SATURDAY ONLY, APRIL 2, 2016  
Next Meeting: *Photographs 85 and PHSNE Auction*  
Photographic Historical Society of New England