

PANORAMA

INTERNATIONAL
ASSOCIATION of
PANORAMIC
PHOTOGRAPHERS

THE MAGAZINE OF PANORAMIC IMAGING

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This newsletter is a publication of the International Association of Panoramic Photographers. Our offices are located at the various addresses listed below:

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ISSN#1063-7478

President's Message

Board News

At the last IAPP board meeting it was unanimously agreed that going 18 months between business meetings, where officers are elected and other official matters are pondered, is much too long.

A vote on changing to yearly business meetings is planned for the World Conference in October. The board also agreed that a fall business meeting was

preferable. Assuming that members agree to the change, it is unclear what effect it will have on future World Conferences.

It is possible to hold a yearly business meeting without having a four day extravaganza with everyone traveling from all corners of the planet to attend. This official regular meeting could occur at a regional weekend conference (as long as a quorum of 25 members are in

attendance). Maybe we would be better off changing to a yearly World Conference or perhaps waiting 18 months is what you want? These are matters that will be decided at Cherokee. Only about 20% of the membership is expected to attend. I invite everyone to express their opinion. If you have strong feelings on the matter please call, write, or e-mail me and/or the other board members.

Bits and Pieces

By Addie Lorber,
Executive Secretary/Treasurer

October is just around the corner and I know many of you have already made your reservations for the World Conference in Cherokee. The committee is working diligently to make sure it will be the best one ever; and they are going to make sure that our panoramic enthusiasts will have ample opportunity to take advantage of photographing the many beautiful sites in the Blue Ridge/Smoky Mountain areas.

Any member interested in being an officer and/or board member, please contact Richard Fowler at 407-293-8003 or e-mail: IAPPMAN@aol.com. The convention committee also welcomes any help and/or suggestions from the membership. Contact Fred Yake at 702-361-5885 or e-mail: VegasPan@aol.com.

In order to help me keep accurate track of IAPP finances I would appreciate all payments, including advertising, be sent to our official address, PO Box 2816,

Boca Raton, FL 33427-2816. For those of you wishing to write the IAPP, please send all correspondence to me and I will make sure it is forwarded to the appropriate person for a response.

I look forward to Cherokee and seeing many of you there. Use the registration form on page 4 of this issue to register in advance, then you don't have to worry about it later. The hotel where the conference will be held is the Holiday Inn Cherokee, call 704-497-9181 to make reservations and remember to tell them you are part of the IAPP group.

See you in Cherokee!

Official IAPP Phone Numbers

561-393-7101 Voice

561-361-0494 Fax

Net News

By Warren Wight

The "Official" IAPP website, <http://members.aol.com/iappweb/iapp.html>, has been approved by the board of directors! I am currently re-designing the IAPP web pages (they will be very extensive) and am looking for information to be included on them. Past articles and images from *Panorama* as well as panoramic time lines, panoramic related programs, etc. will all be available online. Send me photos and articles (that may be used on both the web and in the *Panorama* magazine).

The list of IAPP members with their own web pages is growing, and those pages will be linked to the official IAPP web page. If you have a website (or know of a good panoramic related site), and want it linked, just send me the address. Remember, if you have a page, make sure to include a link to the IAPP page on your page too!

See you on the web!!



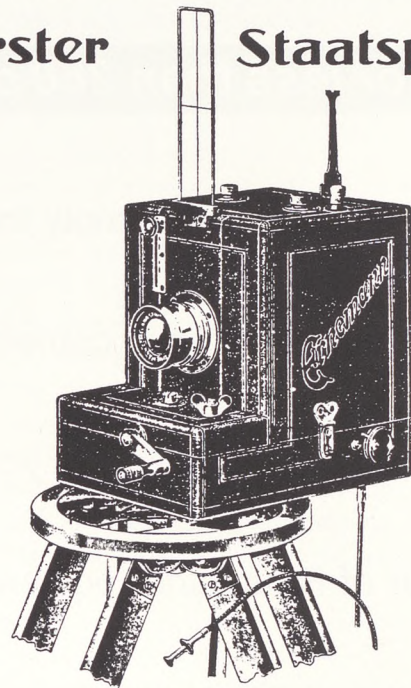
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The above ad is from a 1907 German magazine. Thanks to Bill McBride for contributing it. If you have other vintage

ads (US or Foreign) for panoramic cameras and equipment, send us a copy for Panorama.

IAPP World Conference '96

Cherokee, NC • October 23-27, 1996

Make Your Plans Now!

Holiday Inn Cherokee
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704-497-9181 (mention IAPP)

We need Speakers, Sponsors and Vendors...
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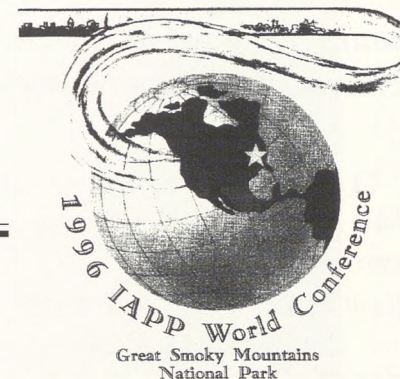
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Jim Johnson • Vendor Chairman • 708-293-0431

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**Registration Form
1996 IAPP World Conference
Great Smoky Mountains
National Park**



Name _____
 Address _____
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 Phone Number _____ Fax Number _____

Registration fee is \$95 including two lunches and the Saturday night Awards Banquet, or \$75 without meals. Spouses, other family members and significant others are welcome (and may attend the two luncheons and banquet for \$45). Everyone attending the meetings must pay the registration fee.

_____ will be attending with meals @ \$95 each - \$_____ enclosed

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Everyone is encouraged to get involved. Please share your talents, materials and knowledge.

I would be interested in:

- giving a presentation leading a discussion group showing my work
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Proposed Amendments to the Bylaws

Below are proposed changes to the IAPP Bylaws. Voting will take place at the IAPP World Conference. For a complete copy of IAPP bylaws contact IAPP, Addie Lorber, PO Box 2816, Boca Raton, FL 33427-2816.

- 1. Amend** - Article IV - Officers Sec 3/Article VIII Board of Directors Sec 3 - *Secretary/Treasurer to be a permanent position.*
- 2. Amend** - Article IV - Officers Sec. 2 - *The officers shall perform the duties described in these Bylaws "and the Standing Rules".*
- 3. Amend** - Article IV Officers Sec 4 - *if he/she is not a member "in good standing"*
- 4. Amend** - Article V Meetings Sec 1 - *After 1996, the regular meeting shall be held once a year (annually) The Board of Directors (current/new ?) will choose the Intl. Convention site. The President, President-elect and Secretary/Treasure will choose the date of the convention. (Must be held annually as required by PPA.)*
- 5. Amend** - Article VI I Amendment - *These Bylaws may be amended at any annual meeting of the Association by two thirds vote of the "members in good standing". Any member wishing to address an Amendment of the bylaws may do so by notifying the Secretary in writing with a request signed by 20 members in good standing. Secretary will make such notice in the IAPP magazine prior to the Annual meeting. Notice of the proposed amendment must be given to all members at least "45 " days in advance. (Striking out - those in attendance...adding...any member wishing to./45.)*
- 6. Amend** - Article VIII Board of Directors Sec 4 - *... shall perform any duties specified elsewhere in the Bylaws, "and Standing Rules", and shall...*
- 7. Add** - Article VIII Board of Directors Sec 1 - *Richard Fowler to remain on the Board as an Honorary Advisor with no vote for so long as he chooses.*
- 8. Add** - Article IV - Officers Sec 3/Article VIII Board of Directors Sec 3 - *President and Officers to serve 2 terms.*
- 9. Add** - Article IV - Officers Sec 6 - *The President shall have the authority to appoint committees.*
- 10. Add** - Article V Meetings Sec 3 - *A special meeting will convene only to consider one or more items of business that urgently requires action before the next regular business meeting, such as amendment to the bylaws or election of an officer.*
- 11. Add** - Article VIII Board of Directors Sec 4 - *Honorary Life Membership by vote of the membership.*



This vertical panoramic photograph "Ballons #2", was photographed by Rick Zuegel during a hot air balloon launch in Dansville, New York. Rick used his Widelux F8 loaded with Kodak Royal Gold 100 color print film to capture the image.

A New Panoramic Book

New Hampshire A Living Landscape

Just in time for the World Convention, IAPP member Peter E. Randall of Portsmouth, New Hampshire, will release (in October) his new book of panoramic images entitled *New Hampshire A Living Landscape*.

The large format, 96-page hard cover book features 45 pan images made with a Linhof 6x17 camera on Fuji Velvia film. Most of the photographs span two pages and measure 21" x 7".

According to the Society for the Protection of New Hampshire Forests, "Technically and artistically, these are among the most striking images ever made in the Granite State - from the Seacoast to the North Country. They express perfectly the qualities that make our state special, from forested wilderness areas to historic buildings and stone walls."

The book has been in progress since 1991, a project that required Randall to drive thousands of miles across New Hampshire to record scenes in all seasons, especially the spectacular fall foliage for which the state is so famous.

As New Hampshire Commissioner of Agriculture Stephen H. Taylor writes in his foreword, "Peter Randall brings to his New Hampshire photography a deep affection for and keen understanding of the state, its natural environment, and idiosyncrasies of its people and culture."

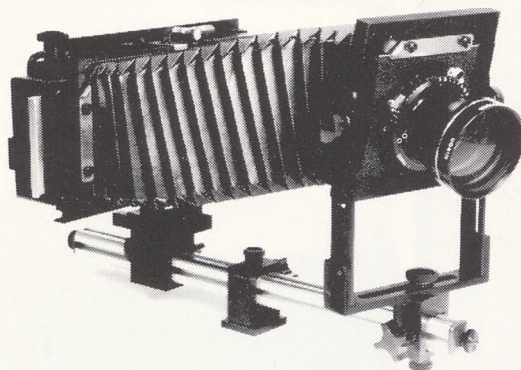
"The photographs in this book reflect the diversity and complexity of the state's landscape, and especially the fascinating interplay of forests, fields, waters, and built features that make the

New Hampshire countryside so appealing," Taylor added.

During the World Convention, Randall will make a presentation on photo book publishing and will have autographed copies of the book for sale. The list price is \$35, but IAPP members may order advance copies for \$30 ppd. for delivery in October.



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Making The Camera To Fit The Film

By Roy Christian

I acquired a special order of 16 inch by 100 foot rolls of VPS so that I could spool it and run my 16" Cirkut camera. The camera ran like a top without film but when film was inserted, everything you could imagine went wrong: banding, stopping mid way through the roll - the gremlins were working overtime. The 90lb. monster got the best of me.

So what should I do with the film? I decided to build a 16" x 36" wide angle camera. Ron Klein was visiting, saw my prototype and said "I'll build you a camera."

The accompanying photo shows the results. The tripod head is 21 inches in diameter. The focusing rail is C-clamped to the head. The front and back standards slide onto the rail. The bellows, made by Universal Bellows, is attached to the rear standard and comes forward to a slot in the front standard. There is a ground glass back and a film holder back. After the image is previewed, the ground glass

comes off and the film holder is placed onto the camera.

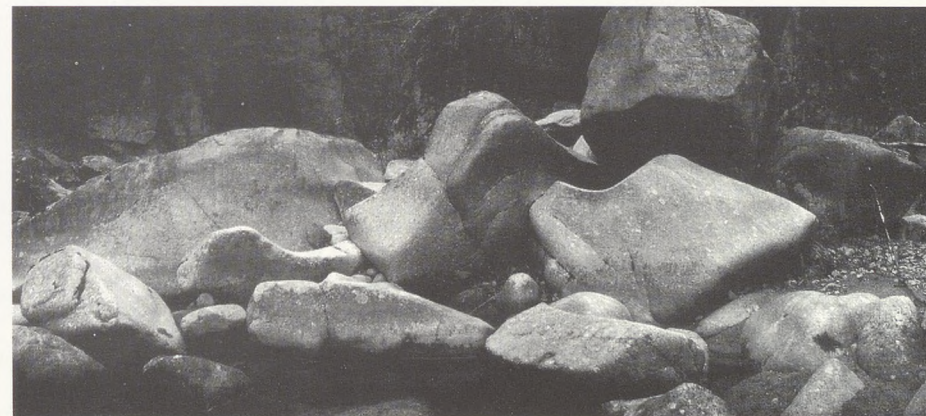
The film holder is the most ingenious part of the camera. 16" x 36" film is

rolled onto a spool and attached to a 40" black paper leader. The leader can be pulled over to the take up spool in the light, then the back is placed on the camera and the film advanced a predetermined number of rotations so that the film is in the film plane.

After taking the picture, the film is rewound onto the spool. The camera is easy to set up, totally modular with no part weighing more than about 10 pounds.

I have several lenses that cover the film. One is a 24 inch wide-angle Protar F18, the only one I have seen. The other is a 35 inch Wale Mathein, made in Marksboro, New Jersey. This lens is also a one of a kind for me. 35 inch and 48 inch Apo-Artars also cover this format.

So far, certain hazards of extra big format photography have prevented me from producing the ultimate contact print. Wind, depth of field, and developing problems have given me less than ideal negatives. But I thought IAPP members would be interested in hearing about this Kleinorama and I hope to produce an image soon.



This panoramic image by Axel Bauer, Germany was photographed with a Widelux F8 on Agfa film.

One of the 45 panoramic images in the new book, "New Hampshire A Living Landscape", by IAPP member Peter Randall.

To join IAPP call or write:

IAPP - Addie Lorber
P.O. Box 2816
Boca Raton, FL 33427-2816
561-393-7101/561-361-0494 (fax)
Internet: CustomLab@aol.com

Send your name and address for membership information: \$40 North America. \$50 Elsewhere

Upcoming Issue Deadlines

Issue	Deadline
Oct/Nov 96	Sept 1
Jan/Feb 97	Dec 1
Mar/Apr 97	Feb 1
May/June 97	Apr 1

Please send in your stories, photographs, technical information, etc. to:

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407-339-3756
407-339-9501 (fax)
Internet: warren@magicnet.net

Olympic Flame Passes Through Boca Raton



Above: Panoramic photo of a runner carrying the Olympic Flame, shot by Peter Lorber for Sensormatic, with his 5" Roundshot.

Far Left: Addie Lorber waiting for the runner with her 70mm Roundshot.



The Olympic Flame passed through Boca Raton, Florida July 5th, 1996, and Peter and Addie Lorber were there (Roundshots in hand) to capture the event.

Sensormatic, one of the Olympic sponsors, hired Peter Lorber to photograph the runner carrying the torch. The Lorbers had to get to the site early and had prime seating to set up their Roundshots. Notice how the security tape goes around the the legs of the tripod.

While Peter was shooting with the 5" Roundshot for Sensormatic, Addie was capturing this once in a lifetime event with the 70mm Roundshot.

Euro-IAPP August 23-26, 1996

The first European meeting of the IAPP takes place this month at the Hotel Bedford, Rue du Midi 135, B-1000, Brussels, Belgium. The cost is under \$100 US per night.

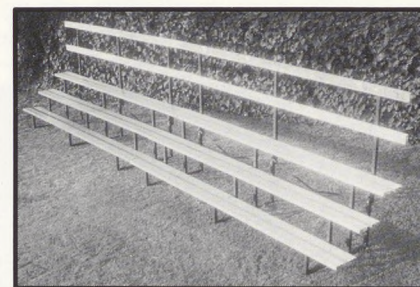
To make reservations call the hotel

at * 32 2 512 78 40. Ask for Ann-Marie Carter, she speaks English very well and knows about the special IAPP rate. Their fax number is * 32 2 514 17 59.

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From The Mailbag

Greetings,

As a new member of IAPP, I would like to share some images. I might be new to IAPP, but I have been using wide view/pan cameras in my artwork for more than 15 years.

The photographs are all done with a Widelix for a California Art in Public Places grant. Eight feet by twelve feet images were placed on the exterior ad spaces of city buses in California, allowing my photographs to be exhibited throughout city neighborhoods instead of at museums where they are usually seen. The bus company loved the photos, and now more and more advertisers use photo image ads.

I enjoy *Panorama* and would like to see more members share their panoramic work.

Best,

Timothy Hearsom, Santa Barbara, CA



"Palms", one of Timothy Hearsom's images seen on city buses in California.

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The Art Show Scene

By Steve Vaughn

Editor's note: IAPP member, Steve Vaughn was in the newspaper business for 30 years and executive editor of the Orlando Sentinel until 1992. He says he learned about photography mostly from newspaper photographers.

If I've heard the question once, I've heard it a thousand times when exhibiting, and selling, panoramic photographs at art shows: "What kind of camera did you make that photograph with?" show visitors ask.

This question comes from people who don't know the difference between a Roundshot and a Kodak Stretch 35mm disposable panoramic.

"I have this panoramic camera," I say. "It turns from side to side like the periscope on a submarine."

This explanation seems to satisfy most of the questioners who have little interest in technical details such as F-stops or degrees of horizontal coverage. They just know that the panoramics are different from other photography they're likely to have seen at an art show. And hopefully, some of them will like the work enough to make a purchase, perhaps a framed 60" x 20" to hang above a couch or headboard.

Luckily, enough have liked enough to make these outdoor festivals my main source of income for the past four years. I'm exhibiting mostly in Florida, where luckily for me there are more outdoor shows each year than anywhere else in the country. I sell mostly Florida images - beaches, rivers, swamps, cityscapes - which find their way into peoples homes and offices.

There literally are hundreds of outdoor shows all over the country, generally in Florida during the winter and elsewhere during other months. Among major shows, the biggest and best are:

- Cherry Creek Arts Festival, Denver, CO, in July.
- Long's Park Art & Craft Festival, Lancaster, PA, in September.
- Summer Art Fair, Ann Arbor, MI, in July.
- Coconut Grove Art Festival, Miami, FL, in February.
- Cain Park Arts Festival, Cleveland, OH, in July.

The number of applicants always

exceeds available spaces at major shows like these, where it's possible to attain thousands of dollars in sales. A jury of art "experts" shall we say, reviews applicant's slides to decide who gets in.

The most important trick to making these shows work, no matter what kind of

art you provide, is to have your own little niche in the market. Among photographers, I think of the guy who specializes in underwater. Some do only wildlife. Another has giant black and white, nothing else. This helps show-goers remember you from year to year. Many



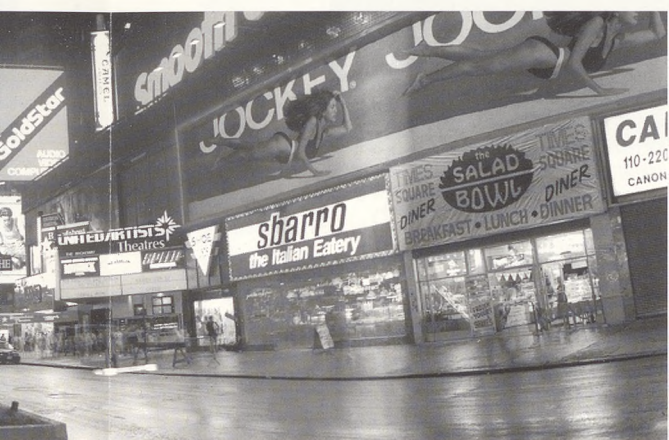
Above: Steve's art show booth set up to display and sell his panoramic photography.

Right: Images that say "Florida" (like these Cypress trees) are usually big sellers for Steve.



remember that I'm the panoramic person.

Selling panoramics tends to turn you, by default, into a framer. That 60" x 20" size works not only because it goes over sofas but also because you can cut 60" x 90" matboard and foamboard in half with no waste. This kind of framing



becomes just too expensive to have some frame store do it for you. I've framed and sold pieces as wide as eight feet. Of course not everyone can afford big pricey work like this, and so I have a bin full of little standard-size 8x10's, working up to the larger stuff displayed in my booth.

Some images tend to sell over and over, while others don't sell at all. Gradually, by eliminating the non-sellers and continually producing new work, you end up with more and more consistent sellers. And, assuming the weather is good and the photo gods are smiling, a way to make a living which excludes wearing neckties or going to meetings is possible.

Not all of Steve's best sellers are Florida images. This pan "Times Square" another popular image, sells well too.



Al-Vista Panoramic Cameras

Part Three

By Bill McBride

The Al-Vista history continues with the resignation of Peter N. Angsten as vice-president of Multiscope, and the subsequent elimination of the office of vice-president.

Peter N. Angsten, was still dissatisfied with the company, so on May 2, 1902 a special Directors meeting was called to consider the proposition from Angsten to sell out his entire interest in the Multiscope & Film Co. including stock and patents to the Company for \$3400. The Directors thought it would be beneficial for Multiscope to have all the contracts between P. N. Angsten and the company and to own the patents outright would also be beneficial. The Directors agreed to accept the proposal and to confer with P.N. Angsten and his attorney as soon as possible to close this transaction.

On May 29, 1902 a Directors meeting was called to discuss the matter of reissuing the company stock. All of the original Multiscope stock that was issued was returned to the company treasury and new shares were issued at \$100 per share according to the amount originally invested by each shareholder. L. J. Smith was issued 95 shares, G. C. Rasch 6 shares, S. P. Wiley 6 shares and C. Partee 30 shares, leaving a balance of 363 shares in the



Figure 22

company treasury. At this meeting P. N. Angsten resigned as vice-president and the office of vice-president was abolished. L. J. Smith provided the \$3400 to buy out Angsten's stock and the patents, for which Smith was given 34 shares of Multiscope stock which was included in the above total of L.J. Smith's company stock.

At Burlington on June 6, 1902, a Directors meeting was called to order to accept G. C. Rasch's resignation as President. L. J. Smith was then elected President and the office of Secretary and Treasurer was combined as one where this office was assumed by C. Partee. The Directors voted to have L. J. Smith and C. Partee be paid \$25 per week apiece. Also, Mrs. C. E. Partee and Miss Jessie Smith were appointed as Company Directors for the present.

1902 is the year where the side button film punch was replaced with a "T" top lever film punch like the one shown on the No. 5B shown in Figure 22. Also notice in Figure 22 the "domed" viewfinder cover rather than the usual flat topped viewfinder cover. In mid-1902 Multiscope went back to

Al-Vista continues on page 13

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Al-Vista from page 11

the flat topped viewfinder as they were easier to manufacture and also the domed viewfinder cover could have been considered a copy of the viewfinder cover used on the Kodak Panoram. They also changed the top lever film punch to a longer single rod type as shown in Figure 23 and 24.

The next annual meeting was held on February 10, 1903 where the existing officers were re-elected. The report was made that the business was very good with the sales for 1902 being at \$38,600, and instead of declaring a dividend to leave the profits in the business.

The Al-Vista product line for 1902 was continued for 1903 with the camera list prices remaining constant. The company changed the identification of the Al-Vista cameras from "No. 3B "Al-Vista" to simply "Model 3B", etc. for 1903. The Al-Vista cameras offered for 1903 were models 3B, 4B, 4G, 5B, 5C, 5D, 5F, 7D, 7E, and 7F. The company added one new model which was Model 4G (Figure 23). For 1903 this was the most inexpensive Al-Vista available at \$15 and was designed as a snapshot panoramic camera that used 4" roll film, while making 5" or 10" long pictures. This model had an adjustable cylindrical spring for three swinging lens speeds (slow, medium and

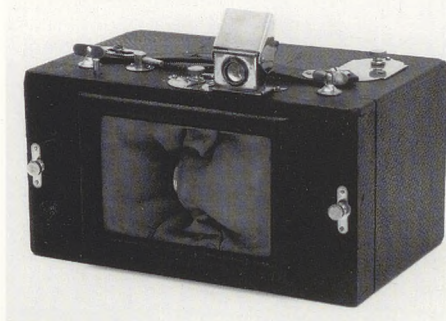


Figure 23

fast) instead of the internal clockwork. The 1903 Multiscope catalog listed the Al-Vistas in three categories: 1. Full and half-length views (models 3B, 4G, 7D and 7E), 2. Making five different length pictures (models 4B, 5B and 5D), and 3. Combination panoramic film and glass plate cameras (models 5C, 5F and 7F). The camera models for 1903 were list priced in the catalog according to the following method: cost of manufacturing the Al-Vista camera times 3.7 equals the catalog list price. The 1903 Al-Vista camera catalog prices were as follows, models: 3B-\$20, 4B-\$25, 4G-\$15, 5B-\$30, 5C-\$40, 5D-\$50, 5F-\$60, 7D-\$75, 7E-\$100 and 7F-\$100.

Eastman Kodak expressed interest on purchasing Multiscope and Film Co., so on May 5, 1903 the books of Multiscope were examined by Eastman but no agreement was reached with the parties owning this company, because of the unsatisfactory conditions, according to Eastman Kodak, of the Multiscope business.

The Company sent out direct mail letters to promote their Al-Vista cameras. Multiscope also did magazine advertising where the ad read "A child can operate

Al-Vista continues on page 14

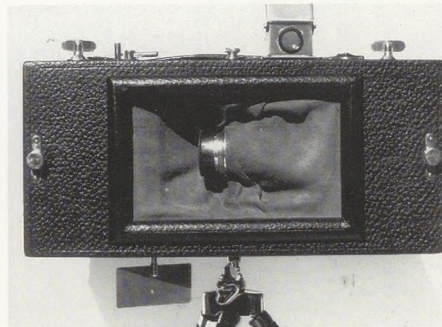


Figure 24

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Al-Vista from page 13

the Al-Vista Camera, it is so simple." The ad also said "But that does not mean it is a child's camera. It is a fully equipped camera for the professional and artistic operator... send for a hand-somely illustrated book about it."

Persons who received the "Book" were given a few days to read it. If no order for a camera was forthcoming, they were sent a follow-up letter, blunt and brusque, stating in part: "It cost us

something to comply with your request. We were glad to make this expenditure, though thus far have had nothing for our trouble or our pains. We are anxious to find out whether your inquiry was made with the intention of purchasing one of our celebrated Al-Vista Cameras or was it a matter of curiosity ... to keep our records straight we want to know exactly which." This approach appears not to be a good way to win customers, but even using these methods the company had a very good year in 1903.

At the Burlington factory office, the annual meeting of January 11, 1904 was held. The business was very good so the profits were left in the business and at this meeting the

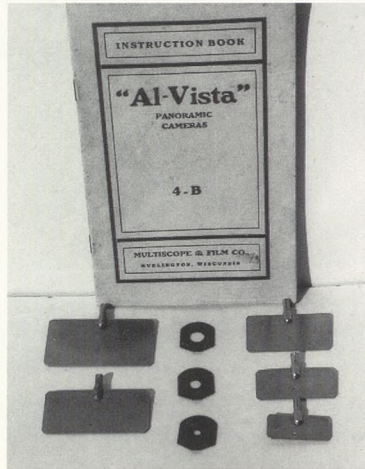


Figure 25

current company officers were re-elected.

For 1904 ten different model Al-Vistas were offered which were Models 3B, 4B, 4G, 5B, 5C, 5D, 5F, 7D, 7E and 7F. These Al-Vistas were the same configuration as the ones sold in 1903. This 1904 Model 4B Al-Vista (Figure 24) was typical of the bottom fan cameras. The Al-Vista is considered complete with the 5 speed fans, 3 diaphragms, viewfinder and instruction book (Figure 25). The lens swinging movement will give the following exposures:

without any fan - 1/16 second,
with No. 1 fan - 1/8 second,
with No. 2 fan - 1/4 second,
with No. 3 fan - 1/3 second,
with No. 4 fan - 5/12 second

and with No. 5 fan - 1/2 second. The name plate as shown on Figure 26 was mounted on the back of the camera. In 1904 the Model 4B was listed at \$25 complete.

Multiscope received many orders for their Al-Vista Cameras and photographic products so that the payroll was increased to 85 workers. The factory ran out of space so the company expanded the first floor and a third floor was added to the building. Multiscope now no longer had to lease its factory,

the company owned the building.



Figure 26

Advertising for 1904 had slogans as: "Do you want a Camera? \$1.50 a month buys an Al-Vista", "The little camera that makes a big picture", "The Al-Vista Camera has the confidence of the whole world", and "Five Cameras in one and for the price of one".

Chairman C. E. Partee called for a Directors meeting on September 15, 1904 to instruct L. J. Smith to make arrange-

ments with the Bank of Burlington to borrow up to \$25,000 for the purposes of carrying more photographic stock in the Chicago store and to pay off existing notes due to Anthony & Scovill Co. of New York. Anthony & Scovill supplied some of the photographic equipment apparatus to Multiscope, so the Directors approved the above loan.

A late 1904 Model 5C Al-Vista is

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illustrated in Figure 26 which is set-up to take pictures using 4" x 5" glass plate holders. Model 5C utilized one camera front and two lenses for photographing, 4" x 5" glass plates besides 4" to 12" wide panoramic pictures as compared with two fronts for Model 5F. For additional information on Model 5C, see the discussion on the 1899 Model 5C.

Leonard J. Smith applied for a Panoramic Camera patent on February 15, 1904 and the patent was granted on October 25, 1904 (No. 773,348). This Al-

Vista has the air resistance fans placed on the top of the camera and a rubber slide is used for the different sized pictures. This type of camera first appeared on the market in 1907.

The February 20, 1905 annual meeting was held at the Burlington Factory office where the existing officers and Directors were re-elected. It was agreed again to place all earnings into the business to increase the business. At this meeting it was also adopted to increase the salary of L. J. Smith, President, to \$35 per week and the salary of C. E. Partee, Secretary-Treasurer, to \$50 per week.

For 1905 Al-Vista Camera Models 3B, 4B, 5B, 5D, 5F, 7E and 7F remained in production. Camera models 4G, 5C and 7D were discontinued. Even though Model 4G was not shown in the 1905 catalog it is believed that some were made during the 1905 production year.

The annual meeting of April 5, 1906 was held in Burlington at the factory company office where the officers and directors were re-elected with Mrs. C. E. Partee as the new vice-president, and Miss Jessie Smith remaining as a Director. The business was not doing well so no dividend was declared at this time.

1906 is the year where Multiscope expanded their camera line to include glass plate cameras under the Badger name besides manufacturing the Al-Vista Panoramic Cameras. The company came



Figure 27

up with the name Badger for their plate cameras as the Wisconsin state animal was the Badger and the State's nickname was the Badger State. The Al-Vista Models 3B, 4B, 5B, 5D, 5F, 7E and 7F continued to be manufactured for 1906 with the list prices remaining constant

from 1903 through 1906 except for model 5D which was reduced to \$35. For 1906 the cartons used for the Al-Vista cameras were all black and had a black background label pasted on one end with gold lettering that read: "AL-VISTA" PANORAMIC CAMERA No. 5B manufactured by the Multiscope & Film Co. Burlington, WIS. USA.

In 1906 Multiscope added a new panoramic camera model, the "Baby Al-Vista" which cost \$3.50, and was the lowest priced

Al-Vista continues on page 17

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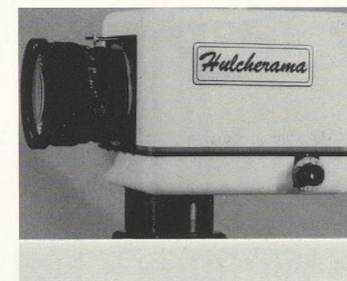
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Al-Vista from page 15

Al-Vista ever produced. This was a simple panoramic camera designed for the tourist that used 105 film and photographed a 2 1/4" x 6 3/4" picture. By adjusting the swinging lens spring tension, the camera had four different speeds of exposure - slow, medium, quick and fast. A black enameled removable cube shaped viewfinder, lens cap, and a

built-on rolling ball type level were provided for the Baby Al-Vista. The viewfinder would be mounted on the top right side of the camera shown in Figure 27. Company advertising stated: "No failures with the Baby Al-Vista". This model eventually became known as the Baby Al-Vista No. 1 (Figure 27). The Baby Al-Vista No. 1 is shown in Figure

28 next to its "Big Brother", the Model 7E Al-Vista.

The majority of the Badger plate cameras offered in 1906 by Multiscope were made by Seneca Camera Co. of Rochester, New York. Seneca apparently made no name cameras for Multiscope where Multiscope marketed them under the name Badger. At this time a few of the Badger cameras were made by Conley Camera Co.

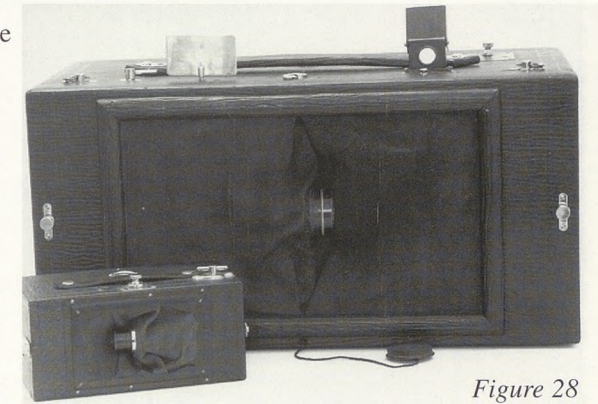


Figure 28

Al-Vista continues on page 18

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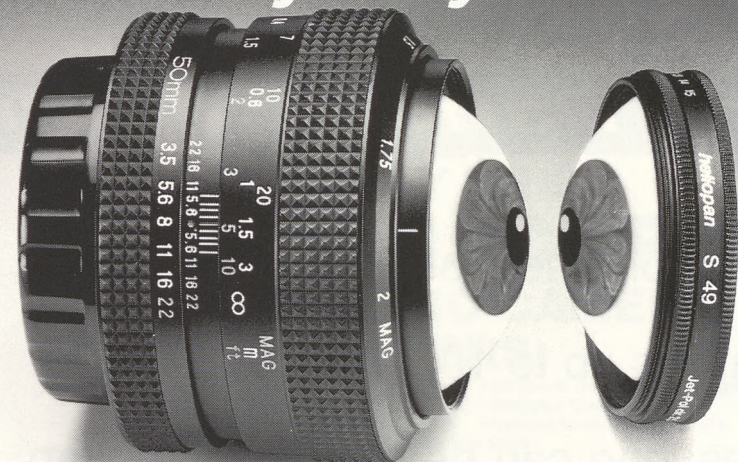
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of Rochester, Minn. For 1906, 37 different Badger plate cameras were offered and ranged from 3 1/4" x 4 1/4" to 6 1/2" x 8 1/2" plate sizes. The 1906 catalog also offered many Badger photographic supplies as films, darkroom equipment, tripods and other items.

There is no record of a 1907 annual stockholder meeting or any Director's meeting during 1907. The current company officers thus continued the Multiscope & Film Co. operations for 1907.

Part Four of the history of the Al-Vista will begin with the introduction of the Baby Al-Vista No. 2 for 1907.

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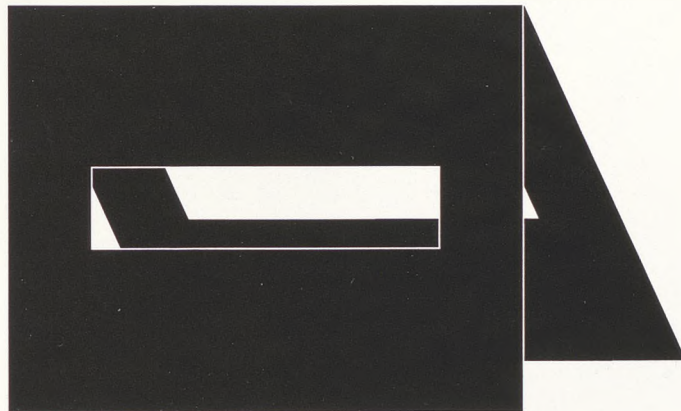
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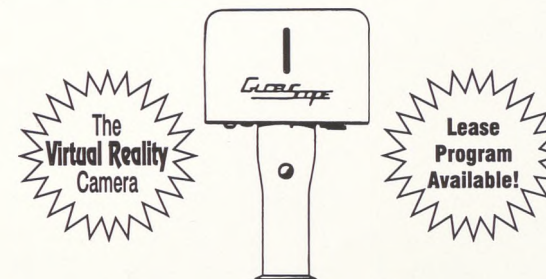
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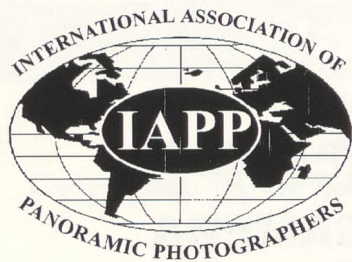
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