

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:

IAPP

PO Box 2816
Boca Raton, FL 33427-2816
561-393-7101/561-361-0494 fax
wordsandpictures.com/iapp

President:

Bob Erickson
3042 Cardinal Drive
Delray Beach, FL 33444
407-276-0886/407-265-1838 (fax)
IAPPrez@aol.com

President Elect:

Fred Yake
8855 Redwood Street
Las Vegas, NV 89139
702-361-5885/702-361-5885 (fax)
VegasPan@aol.com

Exec. Secretary/Treasurer:

Addie Lorber
1385-87 Palmetto Park Rd West
Boca Raton, FL 33486
407-361-0031/407-361-0494 (fax)
CustomLab@aol.com

Editor:

Warren Wight
644 Magnolia Drive
Maitland, FL 32751 USA
407-339-3756/407-339-9501 (fax)
warren@magicnet.net

Board Members:

Jim Johnson, West Chicago, IL
708-293-0431, fax 708-665-3333

Doug Segal, Chicago, IL
312-236-8545, fax 312-704-4077

Chet Hanchett, St. Louis, MO
314-781-3600, fax 314-645-7515

John McCarthey, Springfield, MA
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Have You Packed Yet?

Well the 1996 IAPP World Conference is almost here. By now your bags should be packed and your plane tickets bought, (or maybe you just need to fill your gas tank for the drive) to come and enjoy the breathtaking fall color of the Blue Ridge and Great Smoky Mountain areas. You can drive through the beautiful mountains or fly into either Asheville, Atlanta or Knoxville and rent a car from there. There are other airports within driving distance but they will be further away.

What a great time of year to be in this area. Cherokee is close to many picturesque areas including Asheville, North Carolina. Fontana Dam, part of the TVA and the site where Nell was filmed, is 45 minutes from the hotel and the ride is spectacular. The area is a panoramic photographer's paradise. The fall colors should be near peak for those spectacular

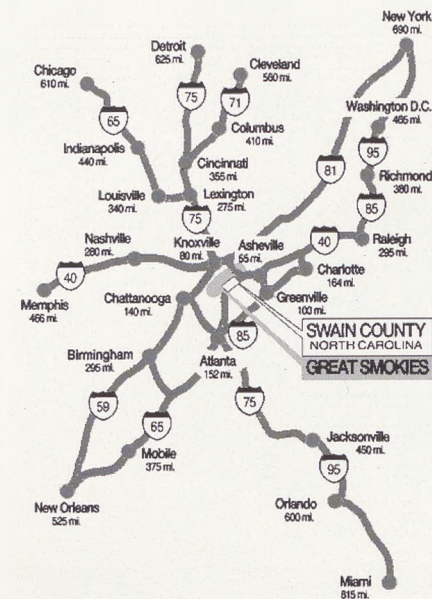
panoramas (see page 5 for some areas that are perfect to shoot those pans!).

We have a fun and informative Conference planned. There is something for everybody....Panoramic Lectures, New Product Demonstrations, Vendor Displays, Digital Imaging and of course the opportunity to see old friends and to make new ones.

If you are attending the Conference and have access to the World Wide Web here is a great site to visit before leaving: <http://www.esper.com/Wonders/Links.html>

I encourage every member to attend our World Conference. It's a days drive from over half the United States. The Great Smoky Mountains National Park and surrounding area is a cornucopia of wondrous treasures waiting for you to discover.

See y'all there!....Bob



Map of the area around the IAPP World Conference at the Great Smoky Mountains.

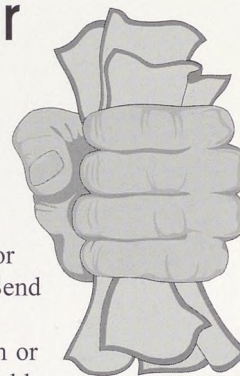
It's The End Of The Year You know what that means!

The end of the year is almost here and you know what that means. It's time to pay those IAPP dues. Don't risk missing an issue of *Panorama*, pay today.

It's easier than ever to pay dues. You can put your 1997 dues payment on your MasterCard or Visa.

Membership renewal is only \$35 North America and \$45 elsewhere. Failure to

renew by January 1997 will result in an increase of \$5 for your '97 dues. Send payment (credit card information or check made payable to IAPP) to:



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PO Box 2816
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Trade Books for IAPP Articles

To encourage IAPP members who have never sent in articles for *Panorama* to do so, Everen Brown has graciously donated 12 copies of his panoramic photo book, *Panoramic World*, to be given to those members who contribute (for the first time) a substantial article or story to *Panorama* (Sorry...Letters to the Editor or brief notes won't qualify).

So, if you have thought about contributing but haven't gotten around to it, NOW is the time. The first 12 members (who qualify) to send in their articles get the books.

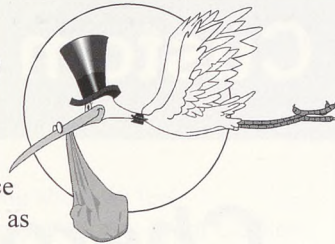
The Stork Is Hovering over the Wight's household

Yes, that's right! The stork will be here soon bringing Patty and I our first little bundle of joy. Our son (if that sonnagram was right) is due on October 24th. Of course that is the same time as our World Conference, so needless to say I won't be able to attend this year. This will be the first Conference

I have missed since taking over as your editor.

You can bet the *three* of us will be at the next one though. Take care and enjoy the conference.

Warren



www.wordsandpictures.com/iapp

By Warren Wight

The IAPP website has finally found a permanent home. I have set the pages up on my own server so the new official IAPP website address is:

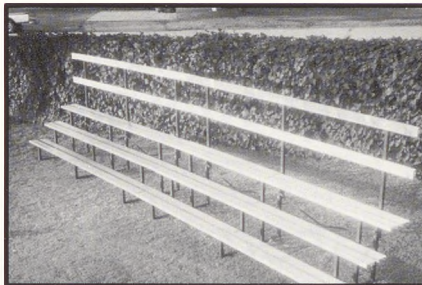
<http://www.wordsandpictures.com/iapp>

I haven't had as much time to work on the IAPP website as I would like (see

story above!) but it is coming along. I plan to start adding images soon and will also add sections for panoramic vendor information as well as a panoramic reference section.

Keep sending me your web addresses, I will be linking them soon too!

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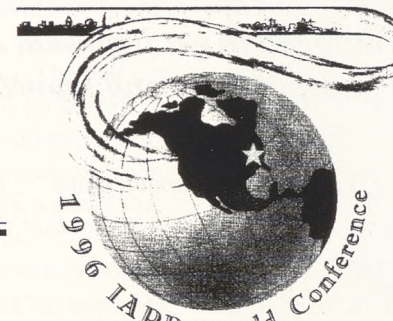
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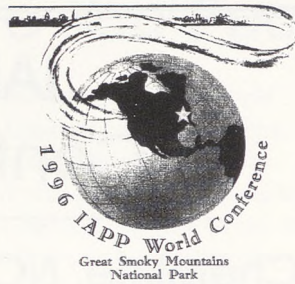
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Great Smoky Mountains
National Park

Registration Form
1996 IAPP World Conference
Great Smoky Mountains
National Park



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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:

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Panoramic Photography Sites Near Cherokee, N.C.

By Zev Friedman

Editors note: Zev Friedman, 15 year old grandson of longtime IAPP member Ed Segal, lives in Sylva, N.C. near Cherokee, researched the area and has come up with this list of potential panoramic photography sites in the Cherokee area. Thanks Zev!

Following is a list of sites to visit to capture some great panoramic images. Sites 1-10 all include waterfalls.

1. Bridal Veil Falls: 2.5 miles east of Highlands on US 64. Visible from the highway, which at one time routed traffic under the falls. Height 120 ft.

2. Courthouse Falls: On Courthouse Creek, in the Beech Gap area of the Pisgah National Forest. Take US 64, 16 miles east from Cashiers, turn north on SR 215, to Balsam Grove and Courthouse Creek.

3. Cullasaja Falls: Visible from US 64, in Cullasaja Gorge, 11 miles east from Franklin, 9 miles west from Highlands. Accessible by foot trail, a half mile through steep, rough terrain.

4. Drift Falls: From Cashiers, take US 64, 10 miles east to "Whitewater Road". Travel south approximately 3 miles to Horsepasture River.

5. Dry Falls: Located near US 64, 3.5 miles east from Franklin. Paved walkway leads to falls from parking area. You can walk underneath the 75 ft. falls.

6. Glen Falls: From Highlands, travel 3 miles south on NC 106. Turn left on US Forest Service Road with "Glen Falls" marker. One-mile trail to falls is steep and rough. Consists of three large falls,

each dropping about 60 feet.

7. Horsepasture Falls: From Cashiers, travel US 64, 10 miles east to "Whitewater Road". Follow south to Horsepasture River. Drift Falls is in the same vicinity.

8. Kiese Falls: From Cashiers, travel 16 miles east on US 64 to "Gloucester Road". Falls located on Kiese Creek in Balsam Grove, near Courthouse Falls.

9. Indian Creek Falls: From Bryson City, take Deep Creek Road north 3 miles to Deep Creek Campground in Great Smoky Mountains National Park. One-mile hike to falls is classified as "easy". Height 60 ft.

10. Juneywhank Falls: Follow directions to Indian Creek Falls. Juneywhank Falls are one-quarter mile downstream from Indian Creek.

11. Big Ridge Road: Get on 107S towards Glenville take a left onto Big Ridge Rd. There are several good views of the mountain range along the road.

12. Water-rock Knob: Drive to Water-rock Knob parking area, Blue Ridge Parkway, mile 451.2. Trail is at upper right corner of parking lot and is paved at start. Short, steep hike to 6,292 foot peak. Great views along the trail and summit. 1 ¼ mile round trip.

13. Richland Balsam: Drive to Haywood-Jackson parking overlook, Blue Ridge Parkway, mile 431 (just north of highest point on Parkway). Trail begins at upper end of

parking lot and is paved at the start. 6,410 foot summit, highest in Great Balsam Mountains and among loftiest in eastern US. 1 ½ mile loop.

14. Wet Camp Gap: Drive to Bear Pen Gap parking overlook, Blue Ridge Parkway, mile 427.6. Trail begins at the lower end of parking lot. Be sure to take a sharp left at trail junction about 15 minutes from start to remain on the correct trail. Short, easy hike to lovely mile high meadow featuring superb views of the Pisgah National Forest. 3 mile round trip.

15. Whiteside Mountain: From Cashiers, take US 64 west for 5 miles to Whiteside Mountain Road (SR 1690). Turn left onto this road and continue for about 1 mile until reaching the Whiteside Mountain parking area on your left.

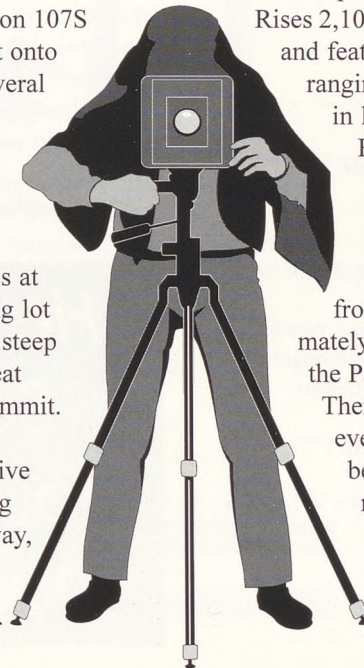
Rises 2,100 feet above valley floor and features sheer granite cliffs ranging from 400 to 750 feet in height. Dramatic views. Fairly easy 2 mile loop.

16. Closest entrance to The Blue Ridge Parkway from Sylva, get on 19-23-74 north from Sylva, go approximately 10 miles. The exit onto the Parkway is on the left.

There are small parking lots every few miles, all having beautiful views over the mountains.

For more information on water falls call 586-8729 and ask for Zev.

Happy shooting!



Panoramic Lecture at National Archives

Washington DC

By Richard Schneider

I will be delivering a lecture on panoramic photography and the panoramic holdings of the National Archives (US) at noon on October 23, 1996. The location is Room 105 at the Archives building, 7th and Pennsylvania Avenues NW in Washington, DC.

For those who have seen me speak at IAPP Conventions before, this one will be similar and will feature new images, primarily from the WWI era, which have only recently been flattened from their previously rolled states. For the benefit of Archives employees (who are also invited to attend) who are unfamiliar with panoramic photography, I will also be including a segment on the technology and history of the medium. For the latter I will be indebted to the IAPP's Bill McBride, whose articles on the history of panoramic cameras have appeared in the IAPP's *Panorama* magazine for the past several years. Bill has proven to be a great source of information and I hope a hard cover authored by this "most excellent" of researchers will be arriving at our bookstores soon!

Because I'll be involved with the caring for a newborn, I probably won't be attending the IAPP World Convention this year in Cherokee. In the past I have made copies available of a catalog of panoramic photographs

Lecture continues on page 7

Fujifilm Introduces New EBC Lens for the GX617

IAPP WORLD CONFERENCE - CHEROKEE, NC -Fuji Photo Film USA, Inc. debuts a new interchangeable lens for its GX617 Professional panoramic camera - the EBC Fujinon GX617 T300mm f8 lens.

The EBC Fujinon GX617 T300mm f8 lens, designed to maximize its telephoto ability to draw subjects close, possesses a focal length equivalent to 73.5mm in a 35mm camera, making it the ideal telephoto for photographing alpine, aerial and other landscape locations in which shooting space is limited. This new lens compliments the existing series of 90mm, 105mm and 180mm models giving GX617 Professional users a versatile range of interchangeable lens options.

The Fujifilm Panorama now features four interchangeable lenses, providing a wide range of innovative possible uses that enhance everything from still-lives

and interiors to landscapes. Each lens possesses a corresponding bright, high magnification viewfinder that optimizes accuracy. The GX617 Professional also features a camera back that opens vertically, facilitating fast film changes in confined surroundings.

"Fujifilm is proud to offer this new lens for our GX617," said Steve Herstatt, Product Manager, Professional Products, Photofinishing and Professional Markets Division, Fuji Photo Film USA, Inc. "Panoramic photographers now have a wider variety of lenses to choose from as well as flexibility."

The EBC Fujinon GX617 T300mm f8 lens for the GX617 is also available now at a suggested retail price of \$3,509.

For more information on this product, please visit Fujifilm's table at the IAPP World Conference

Specifications of the EBC Fujinon GX617 T300mm f8 lens for the GX617

Lens:

- *Lens construction* - 6 elements in 5 groups
- *Mount* - 4-pin mount with guide holes, 2 screw clamps
- *Angle of view* - 32.8° (equivalent to a 73.5mm lens in 35mm format.)
- *Minimum aperture* - f64
- *Minimum focusing distance* - 9.0 mm
- *Front frame diameter* - 70 mm
- *Filter diameter* - 67 mm
- *Dimensions* - 167(w) x 100(h) x 253(d) mm
- *Weight* - 1,315g
- *Supplied with* - Lens hood with sheet filter pocket

Viewfinder:

- *Interchange mount* - Dedicated shoe with lock button
- *Finder type* - Reverse Galilean viewfinder with illuminating window-type bright frame; crosshair sight and aperture display
- *Magnification ratio* - 0.97x
- *Ratio of view* - 94% (vertical), 97% (horizontal) at infinity
- *Dimensions* - 68 (w) x 72 (h) x 58 (d) mm
- *Weight* - 90g

New Stock Panoramic Photography Catalog Released

Panoramic Images is pleased to announce the release of their new catalog, PI-1. It will be on display for the first time at the IAPP annual meeting. This 144 page catalog contains 549 full color panoramic images from some of the finest panoramic shooters in the world.

Panoramic Images is also pleased to announce that they are moving their corporate headquarters on October 14, 1996. The new address will be: 70 E Lake Street, Suite 415, Chicago, Illinois 60601. The space is more than 4000 square feet and, though the view is not as breathtaking as the prior location, the new office will allow editing photographers' work and servicing clients in a well designed and spacious setting.

You will soon be able to access a representative selection of images from Panoramic Images files on the Web. Users will be able to read about Panoramic Images and view pictures on the new site but will be unable to download photographs.

Photographers will be able to E-mail

the photo editor as well as obtain our photo submission guidelines.

We will also be presenting several programs at the annual IAPP meeting in Cherokee, North Carolina. Topics include: *What Your Agency Can Do For You*, presented by Doug Segal, owner and president of PI - a brief overview of why a good stock agent can increase the dollars you earn; *Images That Work*, moderated by Tracy Richards, head of photo editing - a slide show and discussion about the type of imagery that sells to clients; and *The Business of Photography*, presented by Laurie ShoulterKarall, PI library manager - a hands on workshop about the forms, licensing agreements and copyright concerns of every photographer.

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Display rates are per issue.

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Have You
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Your 1997
Dues Yet?

Lecture from page 5

in the collection of the National Archives. I would like this year to be no different, but may be forced to change the medium from paper copies to diskette copies. I will work out some kind of arrangement with Bob Erickson (IAPP President) for distribution when the date draws nearer.

The only software available for me to use (via work) is WordPerfect 6.1 for Windows, so that is the form the catalog will take. If you obtain a copy, you'll hopefully be able to print it out at home or at your job site.

I am still working on updating the

catalog, so I cannot give you an exact tally of how large it will be in its finished form. I expect however, that it will number around 70 pages and have a file size of approximately 1 MB. The total number of entries will number around 1500 (out of a possible 5000 in the entire collection, so the truly "finished" catalog is still months, or even years off) and will hopefully include all the pan's of US Army units taken by E.O Goldbeck and company during the mid to late 1930's.

For those not in IAPP or not attending this year's convention, please contact me

via my e-mail address and I will send you a paper or diskette copy. Information on how to view or obtain copies of the photographs themselves will be included in the catalog.

And speaking of viewing, we at the National Archives are still in the process of including a series of 14 panoramic images on our web site (www.nara.gov). The page designer has been veering back and forth as to where the panoramics will actually be put on the site. The latest I've heard is that they will be included as part of a larger on-line exhibit dedicated to the

"American Image". I don't know exactly when this will all happen, just check out our web site from time to time if you are interested.

If you want to contact me directly, use any of the following:

**Phone: 301-713-6714,
NNPS, Room B815,
National Archives, 8601 Adelphi Road,
College Park, Maryland, 20740
richard.schneider@arch2.nara.gov**

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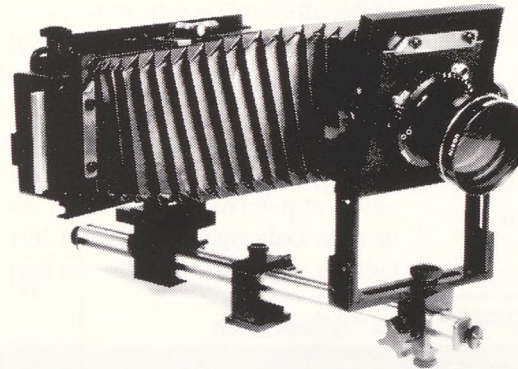
Upcoming Issue Deadlines

Issue	Deadline
Jan/Feb 97	Dec 1
Mar/Apr 97	Feb 1
May/June 97	Apr 1
August/Sept 97	July 1

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

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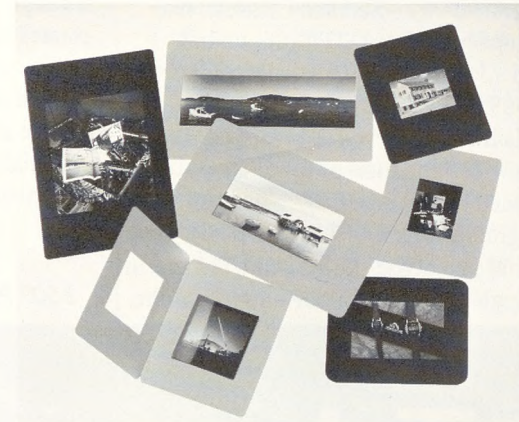
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Latest edition of 360° Panoptic Photography Experiments released

By Michel Dusariez - Optician - Brussels - Belgium

In my pursuit of new processes in the area of panoptical 360° photography, I came, in the beginning of 1996 upon the idea to create a panoptical camera to cover 360° using 4" x 5" sheet film. The main aim was to use the Polaroid instantaneous process with film of that format.

This project is a continuation of my experiments with 360° panoptical photography from kites, under water and finally in 3-D stereo.

My completely novel 3-D, 360° stereo system made me a laureate of the Belgian Royal Academy - Science Classes, the De Bolpaepe Award - 34th bi-annual period - January 1st. 1994 - December 31st 1995.

This distinction was awarded to me for this new combination of processes combined to produce 360° panoramic photographs covering 110° vertically with a special prototype stereoscopic camera in one single take and on one single film to

make it possible with a special viewer to reconstitute complete stereoscopic relief over all 360°.

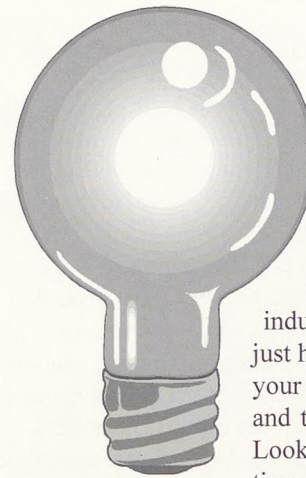
Thanks to the use of extremely short focal lengths, the length of a negative covering 360° is less than 110 mm. This makes it possible to construct a camera using Polaroid instantaneous film, type 55 (positive with re-useable negative) or 4" x 5" sheet film.

The Polaroid film back is fixed to a carriage which slides along parallel to and behind the lens to expose the film through a slit while the whole camera rotates to take in the scene.

The very first successful tests were carried out on the July 17, 1996.

The above mentioned processes and especially the one using Polaroid film are described in the new fifth edition of the

360° Panoptic continues on page 9



Think Ahead! Cool Stuff For Free!

By Everen T. Brown

Rebates abound in the film industry. You just have to keep your eyes open and think ahead. Look around next time you buy film

equals more film sales for them. Ask your dealer, he will also be happy to keep you informed.

On the consumer film front lines, Fuji and Kodak offer everything from Olympic premiums to free movie tickets to free film. My past participation in these programs have netted me eight watches, eight Olympic Bags, forty two movie tickets, and loads of free film. One time I received over sixty-five rolls of film on a single promotion! These are posted where you buy film and in Sunday newspaper ads. Be sure to read the rules and regulations on the forms so you will know what the limit is and upcoming deadlines.

Start saving proofs of purchase now. Then when a good offer comes along that appeals to you, you can cash in immediately, Free prizes and free film can be yours when you THINK AHEAD!

and see if there are any counter-top displays advertising rebates or prize programs for buying film. Currently Kodak has a program called ProRewards which offers prizes to purchasers of Kodak Professional Films. For details call 1-800-240-9491. It is free to join and you can earn valuable prizes and vacations, depending on your usage. (If you are too lazy to join, send me your ProReward proofs of purchase and I will tell you how nice the Galapagos Islands are! Just kidding.) They want you to win because it

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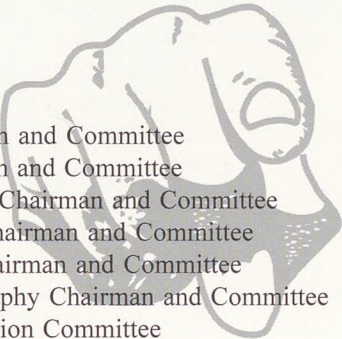
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Board Member
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PPA Award Chairman and Committee
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Regional Seminar Chairman and Committee
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Convention Photography Chairman and Committee
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360° Panoptic from page 8

book: *360° Panoptic Photography Experiments*, by Michel Dusariez, Ludovic Pierroux & Lars R. Larsen.

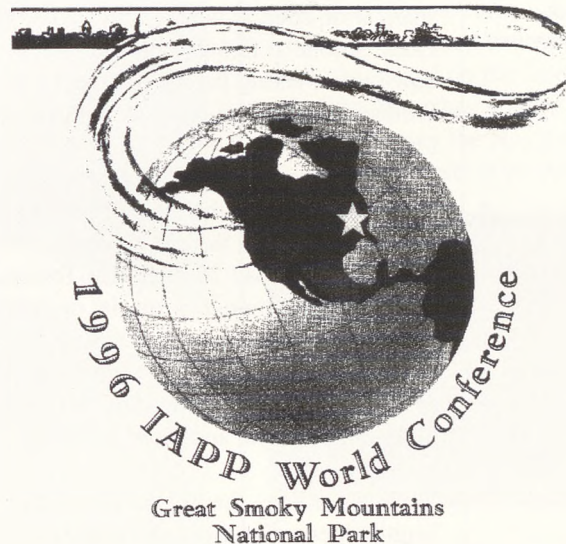
New technical approaches to Panoptic photography and the three inventors have been sporting enough to present their findings to the public. Not only do they fairly divide the merits, but also reveal their invention totally unselfishly, not covering up any of the details. They even add the instructions which enable skillful amateurs to construct their own Panoptic materials, using elements which are simple and inexpensive.

The English fifth - 1996 - edition is now available. It examines in details different 360° Panoptic system which are easy to built, with diagrams and advice. Additional article, about stereo 3-D Panoptic photography on 360° and Panoptic underwater experiments with an additional, 6 pages, part about the Polaroid Panoptic camera. 800 BF package and airmail postage include everywhere. (about U.S. \$24)

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Fifth English edition - ISBN 2-9600048-4-1

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Fax: 32 2 512 68 29



From The Mailbag

Dear editor,

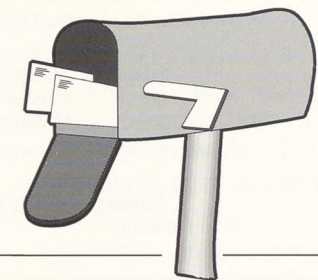
Has anyone come up with a source for supply and take up cassettes for the FT-2? What do other photographers do? I load mine in the dark-room, not a very satisfactory solution.

Was there ever an FT-3. I have a small book about Russian cameras which described an FT-3 that was much like the FT-2 except that the lens is adjustable, uses regular cassettes and has an optical viewfinder. The Russian dealers around here have never seen one and I see that you do not list one as a possibility. Just a mirage?

I have the makings of a fixed lens panoramic camera (Nimslo body, 47mm Super Angulan). Is there some economical way to get these put together?

I hope that some of these questions could be answered in the newsletter.

Yours truly,
Michael Creem,
Summit, New Jersey



1996 IAPP World Conference Revised Schedule of Events

Tuesday, October 22

Photo display boards and projection screen set up. Please come and help.
No photos will be displayed.

7:00 pm - BYOB Early Bird Bash - Make new and renew old friendships. *(No liquor is sold on the Indian Reservation. The closest liquor store is ten miles away. It is suggested you stop and buy liquid provisions on your way to the Reservation.)*

Wednesday, October 23

9:00 am Registration Opens.
Display area is now open for putting up photos.

10:00 am Board meeting

1:00 - 4:30 pm Opening and presentations

4:30 pm Trade Show set up
Dinner on your own

8:30 pm Trade Show and Round table discussions.

Thursday, October 24

9am - Noon Presentations
Lunch

1:30 - 4:30 pm Presentations

4:30 pm Business meeting - Board meeting to follow

5:30 pm Trade Show set up.

6:00 pm Past President's Reception - spouses are invited.
Dinner on your own.

7:00 pm Trade Show and Round table discussions.

Friday, October 25

9 am - Noon Vender Day - *If you are planning an equipment purchase, need to know where to get your processing done, or just want to catch up on what's new, then don't miss this event. If you sell a product or service to other members make sure to sign up to give a presentation. All vendors are encouraged to brag about their products.*

Noon Group Photo
Lunch

1:30 - 4:30 pm Presentations

4:30 pm Trade Show set up.
Dinner on your own.

7:00 pm Will Landon Special Event - *A multi-media presentation and lecture on his new book. Open forum discussion on writing and publishing to follow.*

8:30 pm Trade Show and Round table discussions following Will.

Saturday, October 26

9:00 am More presentations if necessary. Otherwise photo safari day.

6:00 pm All officers and board members photos and program rehearsal.

7:00 pm Reception, Award Banquet, and Closing Ceremonies

Sunday, October 27

9:00 am Board meeting.

In case of special weather conditions the schedule is subject to change.

Panoramic Action Photos

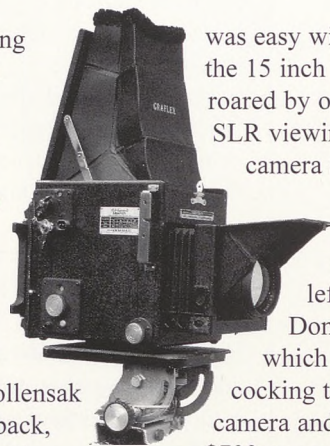
By Will Landon

To capture fast moving subjects you need a reasonably fast shutter speed, a telephoto lens perhaps, and preferably reflex viewing. To do panoramic action photos there are only two large format cameras that fit the preceding criteria. They are the 4x5 Super D Graflex with a 15 inch Wollensak lens with a 6x12 roll film back, or the Graflex Home Portrait 5x7 camera using either a 6x17 adapted back or cropping 5x7 film to the panoramic format.

I prefer the 15 inch B&L lens because it is superb wide open at f5.6. This means the top one thousandths of a second speed works with 100 ASA film. Color rendering is good with this lens. The camera usually comes standard with an f5.6 pre-set Ektar 190mm lens that is extremely sharp wide open as well. Focusing on the Ektar is done at f5.6 and the lens stops down when taking the photo. The 15 inch Wollensak is not pre-set to stop down, so I usually use it at f5.6.

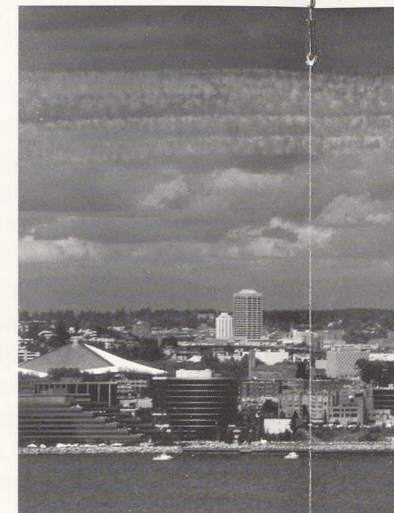
There is no equivalent f5.6 lens in the 6x17 format for the Home Portrait Camera other than the old baseball cameras which had 20 inch Tele-Tessars, and they are humongous special purpose cameras. They had pre-set focusing detents on a frame housing with bellows and lens mount, for home, first, second/third, and outfield, and a fast focusing lever.

Photographing the blue angels with Seattle three miles away across the bay



was easy with the Super D Graflex and the 15 inch Wollensak, even when they roared by overhead. The reason is the SLR viewing and the holding of the camera against the body (chest) giving good freedom to swing in all directions. The right hand focuses and the left hand releases the shutter. Don't forget to re-cock the mirror which is also a light trap, before re-cocking the shutter! Usual prices for a camera and both lenses is in the \$500 to \$700 range, hopefully including a lovely leather carrying case.

These two panoramic photographs were taken by Will Landon with his "hi-speed" camera, of the Blue Angels over Seattle.



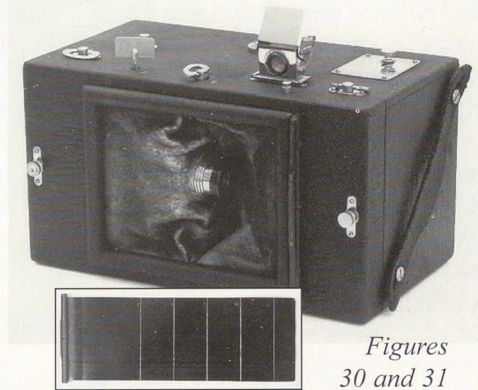
Al-Vista Panoramic Cameras

Part Four

By Bill McBride

This final part of the Al-Vista history history begins with the introduction of the Baby Al-Vista No. 2 for 1907.

Due to the successful results of the Baby Al-Vista No. 1, Multiscope introduced Baby Al-Vista No. 2 for 1907. The No. 2 was similar to the No. 1 except it used three different sized external air resistance fans on a simple internal clockwork to control the exposure speed which was an improvement over the Baby Al-Vista No. 1. The fans provided were the No. 1, No. 3 and No. 5 fans supplied with the larger Al-Vistas. The No. 2 was covered with Morocco leather, had a rapid rectilinear lens, a built-on rolling ball type level, lens cap, and a nickel plated removable cube shaped viewfinder. The Baby No. 2 viewfinder is mounted on the left side of the camera as compared with the Baby No. 1 because the speed control fans, when used, are placed on the front top right side. The No. 2 had a more quality appearance over the No. 1 and it's workmanship resembled the larger Al-



Figures 30 and 31

Vistas, but at the same time the No. 2 was an inexpensive panoramic camera priced at half the price of the No. 1 Kodak Panoram. The Baby Al-Vista No. 1 and No. 2 quantity is unknown as they were produced without serial numbers, also the camera craftsman builder number was not stamped on the Baby Al-Vista inside wood. Multiscope offered the No. 1 for \$3.50 and the No. 2 for \$5. And also for 1907, the photographic supplies of 1906 were again offered for the photographer. Besides the Baby Al-Vistas above Models 3B, 4B, 5B, 5D, 5F, 7E and 7F were manufactured under a new design for 1907. They were made more compact, and the air resistance speed control fans were placed on top of the camera front. This was made possible by Multiscope placing the gear train on top of the front (Figure 29) instead of the bottom as on previous Al-Vistas. A 1907 model 5B is shown in Figure 30 which had a removable rubber slide (Figure 31) to set the length of picture desired. Instead of the rigid wing film winding

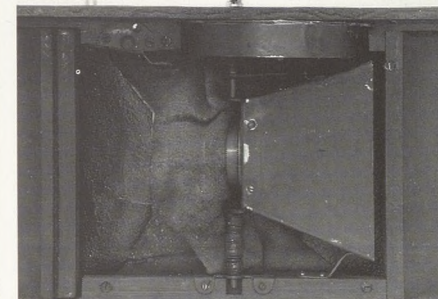
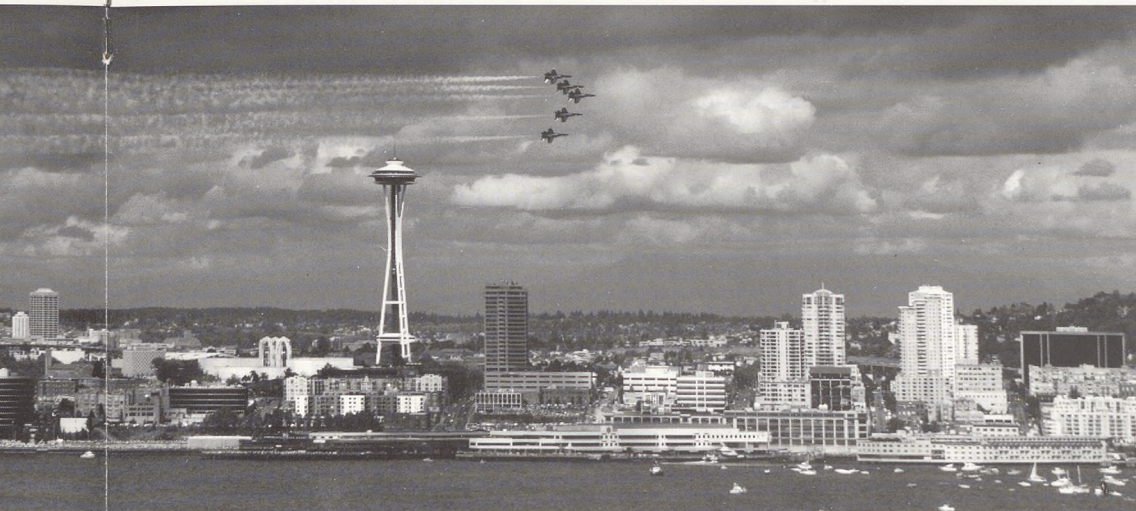


Figure 29



Al-Vista continues on page 12

Al-Vista from page 11

knob the new design now used a collapsible wing film winding knob (Figure 32). The 1907 4B Al-Vista box was made smaller so the maximum picture length was now 10" as compared with 12" before, and the viewfinder mounting bracket was relocated from the front to the middle of the box to make it easier for the photographer to view the picture. The new cameras came with a set of five air resistance speed control fans, a removable viewfinder, three f stop diaphragms, a lens cap, and an instruction book. The carrying strap was placed on the side of the new camera configuration on Models 3B, 4B, and 5B as shown in Figure 30. On models 5D, 5F, 7E and 7F the carrying strap remained mounted on top of the camera box as shown in Figure 32A. The carrying strap on all models was made of heavy leather and fastened to the camera body with large nickel plated screws.

A special directors meeting was called on January 22, 1908 where the Directors decided to sell all the corporation's real estate comprising of its factory buildings in Burlington, to Verstraete-Fyfe Manufacturing Company of Milwaukee, Wisconsin for \$10,215. Also sold to Verstraete-Fyfe were the corporation's

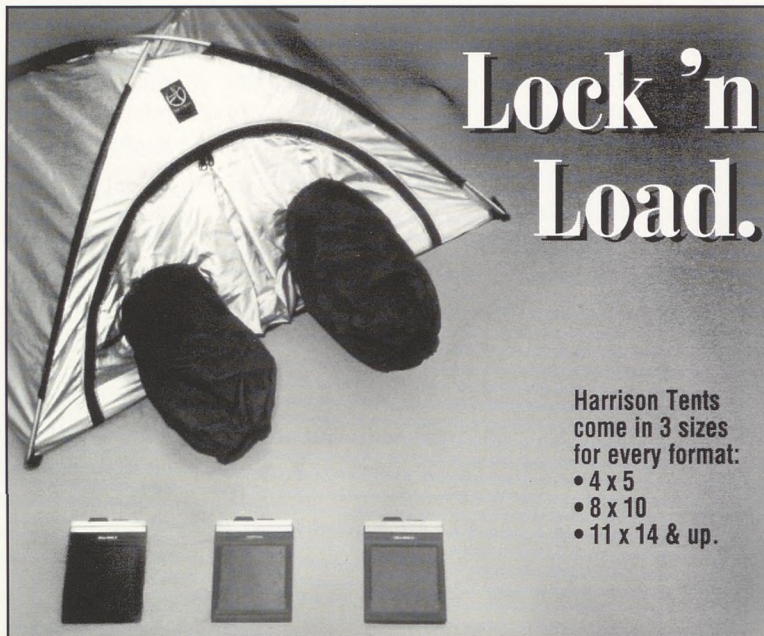
photographic machinery and tools for \$5,000. The Multiscope Directors voted to enter into a contract with Verstraete-Fyfe for manufacturing \$50,000 worth of photographic supplies and cameras thus relieving Multiscope of having to do the actual manufacturing. Verstraete-Fyfe intends to increase the work force to 75-100 people to handle this contract. There was no change in the management of Multiscope & Film Co. and they will carry on a wholesale and retail camera and photographic supply business at a

different location in Burlington.

The April 6, 1908 annual stockholders meeting was held in Burlington where the existing company officers were re-elected. The Directors voted to lease the new Petrie Building in Burlington for a term of five years at \$65 per month for conducting Multiscope & Film Co. photographic business. The new building to be occupied by the first of June was located at the corner of Pine and

Washington Streets and is 44' x 66', with two stories, a basement, elevators and all the modern conveniences. The report of business for 1907 was very poor with losses. L. J. Smith was instructed to borrow from Bank of Burlington enough money as needed from time to time to carry on the business.

Multiscope & Film moved into their new quarters in the Petrie Building on



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July 11, 1908 to conduct their wholesale and retail photographic business. In July 1908 Multiscope produced a 100 page catalog (No. 15) of photographic goods. The Al-Vista Panoramic Models available were the Baby No. 2, 4B, 5B, 5D, 5F and 7E. The models 3B, Baby No. 1 and 7F were discontinued. The 1908 catalog stated that the Model 5F Al-Vista was entirely new and is: "Seven Cameras in One", which can take panoramic, view or portrait photographs. The 1908 5F with the rubber slide Panoramic adjustment made 4" x 5", 6" x 5", 8" x 5", 10" x 5" or 12" x 5" pictures. All current models, except for the Baby No. 2, could be provided with the Burlington Anastigmatic lens, f6.8, at considerable extra cost. The focal lengths of the standard or special lens were: Baby No. 2; 3 1/16", Model 4B; 4 1/4", Model 5B; 5 1/8", Model 5D; 6", Model 5F; 5 1/8" for Panoramics and 6 1/4" for plates, and Model 7E; 8". The Badger glass plate camera line was expanded to 116 different cameras in this largest ever catalog. The majority of the Badgers were now made by the Conley Camera Co of Rochester, MN and furnished as no name cameras for Multiscope. Also available from Multiscope were Badger developing papers, preparations and photographic supplies.

A 4" x 5" glass plate Conley Model IX

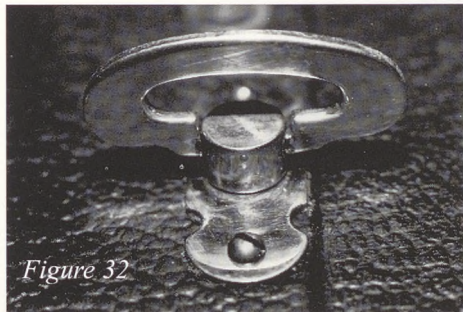


Figure 32

was the same as the 1908 Badger No. 164 shown in Multiscope Catalog No. 15. The Sears catalog listed this Conley at \$12.35 while the Multiscope No. 15 catalog listed the same camera as a Badger at \$22. Multiscope realized that their Badger prices were too high so in the 1909 Catalog the same Badger was renumbered as No. 16 and listed at \$12.95.

On October 17, 1908 late Saturday afternoon a fire was discovered on the third floor of the Verstraete-Fyfe Factory which was put out quickly but not before a large amount of water had been thrown into the building. The fire was caused probably by spontaneous combustion as the factory paint shop was located on the third floor. The loss was estimated to be at \$12,000 as the major loss was caused by the machinery, materials, and valuable patterns being damaged by water. Some finished goods were destroyed as well as a large amount of goods in the process of manufacture.

A special Director's meeting was called to order on October 30, 1908 to consider an offer from Verstraete-Fyfe to pay off the balance on buildings and cancel existing contracts of \$50,000 of photographic goods because of the fire. Verstraete-Fyfe owed a balance of

Al-Vista continues on page 15

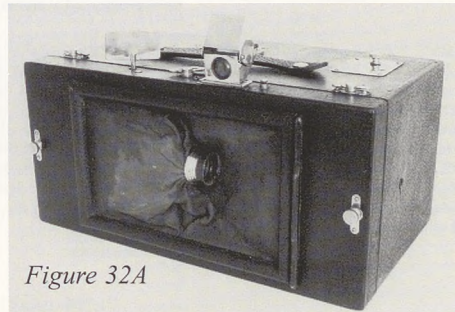


Figure 32A

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Al-Vista from page 13

\$5820.46 on the buildings and they made an offer to pay \$3350 in cash to settle and cancel the contract of \$50,000 worth of goods. The Multiscope Directors voted to accept the offer.

At Burlington a special Director's meeting was called on December 2, 1908 so that L. J. Smith be authorized to sell and assign to the Conley Camera Company of Rochester Minnesota, all the patent letters, patent rights of the corporation with reference to Panoramic Cameras and such merchandise, chattels,

tools and dies as the President may see fit. The President was authorized to enter into an agreement with the Conley Camera Company with regard to the future business transactions of Multiscope & Film Co. Smith made a deal at an undisclosed sum of money with Conley Camera so from then on Multiscope no longer manufactured cameras but maintained a wholesale and retail photographic business in Burlington and Chicago marketing Al-Vistas and Badger Cameras and Badger photographic

supplies. Multiscope marketed the Al-Vistas that they had on hand and obtained most of the Badgers from Conley.

Early in the morning on January 20, 1909 the Verstraete-Fyfe Burlington Factory, formerly owned by Multiscope & Film Co., was completely destroyed by fire, where the estimated loss was \$70,000 and the cause of the fire was unknown.

The annual stockholders meeting of May 4, 1909 was called to order at the Multiscope office in Burlington. The previous company officials were again re-elected for the coming year of 1909. The business report for 1908 showed very bad losses, and it was decided to give the business another year's trial under different and more conservative lines, which was reflected in the smaller 1909

catalog as compared with the 1908 catalog.

The Multiscope 57 page 1909 Catalog (No. 16) listed the No. 2 Baby, No's 4B, 5B, 5D, 5F and 7E Al-Vistas still offered. The last batch of No's 4B, 5B, 5D, 5F and 7E Al-Vistas had the viewfinder and the film inch recording dial cover painted with flat black enamel paint instead of being nickel plated, and these cameras were supplied with an f8 iris equipped lens thus eliminating the need for the diaphragms. The Al-Vista name plate on the back of the very last cameras produced was made as shown in Figure 33 which included all of the Al-Vista patent dates. The list prices for the Al-Vistas were as follows: No. 2 Baby - \$5, No. 4B - \$20,

Al-Vista continues on page 17

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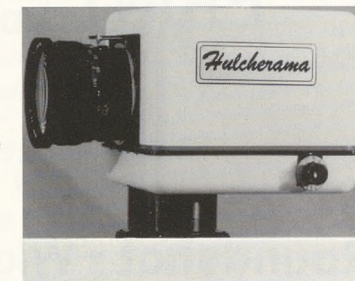
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Al-Vista from page 15

No. 5B - \$30, No. 5D - \$35, No. 5F - \$35 and No. 7E - \$80. The number of Badger Plate Cameras available was reduced to 27, and the list prices of the badgers were lowered to meet the competition. Ten different Ansco roll film cameras were also shown in the catalog along with other photographic supplies.

There were no more Multiscope annual meetings or Directors meetings recorded after the last May 1909 annual meeting until the special stockholder's meeting of April 30, 1915.

The Multiscope early 1910 Catalog (No. 17) was very similar to the one for 1909 as the company struggled to stay in business. In Spring, 1910 Multiscope issued Catalog (No. 18) which resembled Catalog (No. 17), and listed Fargo, North Dakota as the Northwestern office and distributing point. The company now

offered to ship the Al-Vista Panoramic Camera by express paid as a special inducement in an attempt to increase sales of the Al-Vistas.

In May 1910, Northern Photo Supply Co. of Minneapolis, MN purchased the entire stock and business of the Multiscope & Film Co., Fargo, ND office.

Meanwhile, Multiscope retained the main office and warehouse in Burlington.

In the latter part of 1910 Mr. C. E. Partee took controlling interest in Multiscope and formed Partee Photo Supply Co. and moved the company offices from Burlington to Chicago. From then on Multiscope & Film Co. was on paper only until April 1915. Advertising

stated that the Al-Vista was manufactured exclusively by Partee Photo Supply Company, 1223 Wabash Avenue, Chicago, USA, successors to the Multiscope & Film Co. It is doubtful that Partee Photo actually manufactured Al-Vistas but rather they sold the Al-Vistas left over that Multiscope had in their wholesale inventory.



Figure 33

Partee Photo obtained their Badger Cameras from Conley and the Ansco Cameras from Ansco. Partee Photo Supply handled both wholesale and retail photographic businesses and the firm kept a crew of salesmen on the road.

In October 1910, Partee Photo published Catalog No. 18 which included Al-Vistas, Badger and Ansco Cameras.

Though it listed hundreds of photographic items for professional and amateurs, Partee Photo Supply did not carry Eastman Kodak Cameras or film products due to Eastman restrictions.

In January 1911 C. E. Partee, President of Partee Photo Supply Co. closed a deal whereby Sweet, Wallach & Co. of Chicago purchased the stock and business of the Partee Company for an undisclosed sum of money. The purchasing company, which is a branch of the so-called Eastman Trust, bought out Eastman Kodak competitors as a method of removing competition. Then afterwards C. E. Partee went back to Burlington to work for the Burlington Electric Light & Power Co. for the time being.

On April 30, 1915, a special stock-

Al-Vista continues on page 18

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For Sale: Hulcher 120/220 with 4 lenses; 35mm, 45mm, 80mm and 50mm shift. Excellent condition, \$7,000. Dan Biegel, 410-974-1234.

For Sale: Paskin rebuilt #10 cirkut camera, new leather camera case, new tripod case and a new timber tripod (built by David Paskin), camera hardly used, \$7500. Colin Bullard, Australia, phone +61 2 9816 4277 during business hours, +61 2 9816 1742 evenings, fax +61 2 9816 2509 or E-mail: cirkutoz@acay.com.au.

Wanted: 10" B/W film - Ver. Pan and/or TX in spools with leader/trailer or in 100' bulk rolls. Also 10" B/W contact paper - double weight - matte surface - for high quality printing. Need source for #10 camera custom cases. Ed Segal : 800-YEL-FOTO or 301-779-1338 or fax 301-779-3593.

For Sale: Hulcherama 120 panoramic camera, built 1993, 80mm & 55mm f2.8 lenses, 3 rollers, 2 gear sets, extra battery, charger, manual, large Pelican Pro case w/built in custom hardwood accessory box. All mint. Sacrifice at \$5,500 OBO. Rob Brodsky, Orlando, FL. 407-695-3499 or 407-695-5151.

For Sale: Cirkut Cameras - all complete and working with gears, tripod, Turner-Reich triple convertible lens, instructions: #10 governor type - \$4900, with "look down" wedge - \$5175; #16 including 100' roll of freezer-kept color film, spools and leader paper - \$9000; #8 outfit - \$1200, with extra overhauled film magazine - \$1650; #6 camera (not outfit) - RARE - only 127 built in 1931 - \$1600. Jim Johnson, 28W351 Geneva Road, West Chicago, IL 60185. 630-293-0431.

Wanted: Anyone interested in 8" cirkut film, PMC 400 color. Ray Hurst, Hurst Photography, 9340 Lanham Severn Road, Seabrook, MD 20706, or phone 301-459-4848

Al-Vista from page 17

holders meeting was held at the Multiscope & Film Company former office at 716 Pine Street, Burlington, Wisconsin for the purpose of dissolving the corporation. The officers of the Multiscope & Film Company voted to dissolve and terminate the business according to Wisconsin law on April 30, 1915. This ended the efforts of the Smith-Partee family to keep a photographic era of Al-Vista Panoramic Cameras a going business.

Multiscope tried hard to succeed in the photographic business but with the three disastrous fires they could not completely recover. The popular Model 5B Al-Vista was their biggest seller. How many Al-Vistas were produced is unknown, but by analyzing the serial numbers approximately 10,000 Al-Vistas were manufactured. During its peak years the company

had branch offices in New York City, Chicago and Portland, Oregon, whereas European distribution of Al-Vistas was channeled through outlets in London, England, and Berlin, Germany.

This article is based on the best information and materials available. The author wishes to extend his appreciation to the following persons who supplied materials for this article: Jim and Joan McKeown, Reed Berry, David Gibson, Tom Yanul and the Burlington Historical Society Museum Curator.

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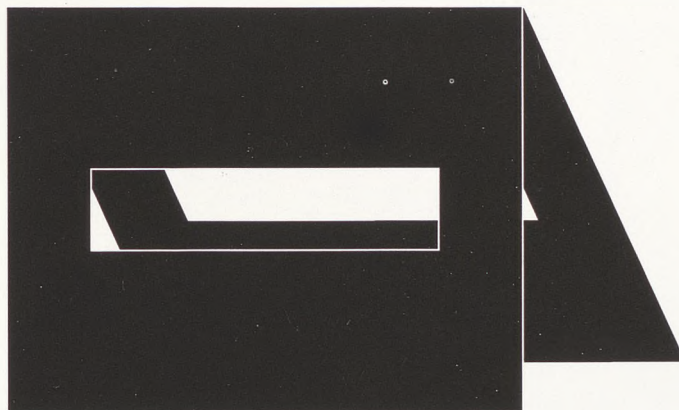
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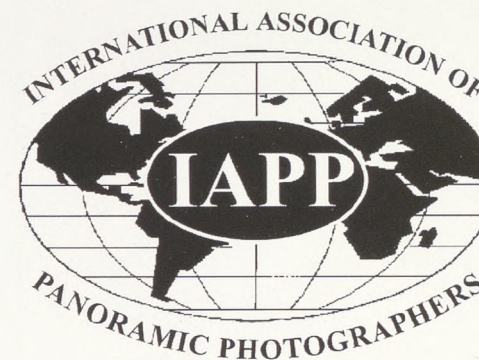


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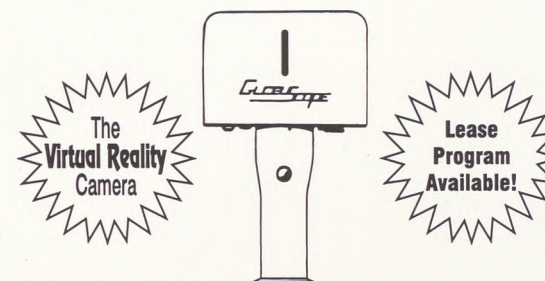
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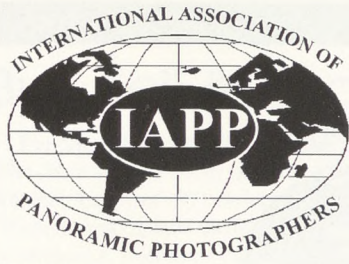
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This image was shot near Cherokee, NC by Peter Lorber with his 70mm Roundshot

