



Photographica Digest

Western Photographic Historical Society

Volume XXV No. 2

www.wphsociety.org

September 2018

2018 ANNUAL SHOW RESULTS

Martin Kebschull

First, I want to reach out to the folks that helped us with the show in various ways (and in no particular order):

Frank Berta, Ed Jackson, Tom Chester, Gene Laford, Jerry Oneil, Gary Fielding, Ria Ryne, Gary Sivertsen, Frank Boyle, Robert Hershoff, Gerry Day, Mark Sawyer, Matt Cook, and Martin Kebschull

Without all of you helping the show just wouldn't be as successful as it was. That's right, it was, in most ways a SUCCESS.

Broken down by category (the good and the lessons learned):

Attendance:

We busted all recent year current attendance records with 162 attendees! This is up 40 from last year.

Gary S. deserves a hand for pounding the bricks to spread the word locally in town and in Phoenix. He also diligently kept up with listings on Craigslist both here locally and, around the state and in other states as well. I understand that one of our dealers, Gary Vargo also had a hand in spreading the word in the Phoenix area.

One of our initial hopes in selecting this venue came true, in that we think some number of attendees were folks that walked-in from some of the other events being held that day at the JCC. Unfortunately, we did not take data on where folks heard about the show or where they were from. It was a detail that the show committee missed and wasn't asked of the intake persons. It would have been nice to know what worked.

Sales:

We sold just under \$2700 in club items and (to a much less degree) consigned goods. And this wasn't just a few big sales either. We moved a lot of merchandise. The sales staff deserves a big round of applause. It really helped that we had some good merchandise from a collection that we purchased. I believe some of our members helped in spreading the word thru their contacts as well, one in specific, Mark Sawyer deserves kudos here, to mention just one that I know directly about. Unfortunately, we seem to have had a bit of a problem with record keeping in that there seemed to be a number of sales

that we had (the most important part) the cash for but did not have sufficient receipts to account for the cash. I'm speculating that in part this can be attributed to insufficient briefing before hand. We were very rushed to set up the tables and some of us were double and triple booked so we couldn't provide guidance.



Table Sales:

Gary Sivertsen had a direct hand in selling quite a few tables, including some from local shops that haven't attended in a few years. The night before, we had 33 tables reserved, and of those 14 did not pay in advance. 8 people were no-shows (7 weren't prepaid). This was made up for a bit by some walk up dealers. By the end of the day, we sold 27 tables. This is more a problem of having too many empty tables than that of a financial concern. As it stands, with the gate added, the show made \$700 profit, the best in the last 5 years! I understand

(Continued on page 2)

Meeting Notice

We are meeting at the Ward 6 Tucson City Council offices at:

3202 E. First Street, Tucson.

The meetings, for the foreseeable future, will be normally on the first Thursday of the month.

**The next meeting will be on
Thursday, September 6th.**

(Continued from page 1)

that informal surveys of the dealers were very positive. So maybe the word will spread and next years show will be better in this respect. We do realize that we do have to do better than hope for more dealers for the next show. We neglected placing adds in some of our traditional advertisement media which we shall not repeat.

The Venue:

The JCC is a tremendous location. I'd vote to have the 2019 show there as well. The floor was well lit, the room was spacious, and the staff was very helpful. We believe the venue and its events contributed to the attendance. However, parking was tight due to the neighboring events. The folks that came early (and there was a flood of folks that came thru the gate in the first few hours) didn't seem to have any issues. I did hear that there were folks parked along the road later. We don't know if there were folks that would have been attended if parking weren't so tight.

Wet Plate Demonstration:



Mark Sawyer had another great year doing this for the attendees. I believe this is a great thing and hope he can continue to do this in future years. A lesson learned is that he probably could use more space for future shows.

Again, I'd like to thank all for their support of the show. May the 2019 show be even better!!

PRESIDENT'S MESSAGE

Matt Cook, President

At WPHS, it is true, our foundation, our Charter, our By Laws, were built on camera collecting.

That's who we were. That's what we did. And, to at least some degree, that's who we are still.

At the same time, camera collecting isn't what it was as recently as twenty years ago. Think of our shows back in the 90s: Thrills! Chills! Excitement! Crowds!

And, also at the same time, non-silver photographic processes utilizing the hardware and processing techniques (software) of Classic Photography are becoming popular. There's a whole commercial infrastructure for these processes. Somebody's spending money to feed a market. I believe this is the real deal.

I predict people, regular people — you know: photocivilians... who had never touched a real camera before, and who are looking for a way past today and the next few years, will turn towards photography with classic photographic equipment.

As interest in ClassicPhotography gets more media play, technology for image capture through classic film cameras could grow to where it becomes commercially viable, large enough for a market to form with artists, artisans, hobbyists, inventors, and professionals. I believe it is already there, and convenient for average people who want to play or work with "film" and cameras.

I'd like to discuss what this means to me and see what it means to us this Thursday, September 6th.

FORGOTTEN CLASSICS

Jerry O'Neill

(Reprinted from June 2010)

In 1966 Minolta introduced a new series of SLR cameras and a new range of lenses to support them. The SR-T series used type MC lenses. The first camera launched was the SR-T 101 which did not appear to be very different from those being marketed by its competitors. On the front of the camera under the Minolta name was three little letters which held the secret to its major difference: "CLC" for Contrast Light Compensator (the worlds first *matrix* metering system). With this system the meter was coupled to the aperture, shutter speed and film speed. Thus, the need for stop down metering was eliminated. In addition, the camera has the ability to reduce





underexposure of shadows and other dark areas of the photo. There are other unique features incorporated into this camera which made it very popular until 1980 when production ended. In 1975 the CLC metering system was discontinued in the SR-T series as a cost-saving measure. SRT cameras with CLC may be identified by the small CLC under the Minolta name on the pentaprism.

HO, HO, HO, SANTA IS COMING TO TOWN!

Camera Club Meeting

December 6th, 2018

Time: 7:00pm

Place: Ward 6, Tucson City Council Offices



Is he going to find out that you've been naughty or nice??

Yes, the jolly fellow, along with his helper, will host a Camera Club Gift Exchange. Please be sure to bring a wrapped gift valued of about \$20 — bring something you would like to receive for yourself!

Numbers will be drawn during the program; when your number is called you will be able to choose a new gift from Santa's bag or take one already opened — Santa's helper will explain the rules in detail before the program begins! Let's make this fun!! Refreshments (light snacks) will be provided.

Rain, snow or SUN will not keep Santa from this meeting!!

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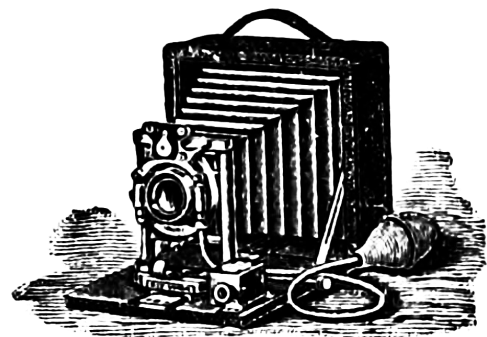
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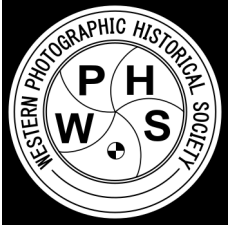
Board Members

- Matt Cook.....President
- Mark Sawyer..... Vice-President (Pending)
- Jozef Pacholczyk..... Secretary
- Martin Kepschull..... Treasurer
- Martin Kepschull.....Donations/Collection Purchases/Sales
- Tom Chester Programs
- Gene Laford
- Ed Jackson
- Brian Nemetz*Photographica Digest* Editor
- Jerry O'Neill..... Ex Officio

Committee Members

- Matt Cook.....External Relations
- Clayton Wilson Setup
- Mark Sawyer..... Education





Western Photographic Historical Society

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UPCOMING EVENTS AND EXHIBITS

- Sept 6th Monthly Meeting
- Oct 4th Monthly Meeting
- Nov 1st Monthly Meeting
- Dec 6th Monthly Meeting: Camera Club Gift Exchange

We'd like your help in developing new programs especially product presentations. Please contact Matt Cook at mattcook24@gmail.com

MONTHLY MEETINGS

Next WPHS Meeting September 6th

Join us at a new meeting place, the Ward 6 Tucson City Council offices at:

3202 E. First Street, Tucson.

Consignment and member camera sales, show and tell and a brief program are featured every month (except the last two summer months). The meetings run from 6:00 PM to 9:00 PM with show programs beginning at 7:00 PM.

All are welcome!

ATTENTION WPHS MEMBERS

The club is interested in purchasing your camera collection. Please contact me at:

Martin Kebschull

520-444-6149

WPHS is a non-profit
501(c)3 organization