



# Historic Camera Collector Club Newsletter

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## Multiscope & Film Co.

The Multiscope & Film Co. was founded in 1896 in a loft at 43 Peck court in the newly formed city of Burlington Wisconsin by William N. Selig. Selig was involved in various businesses, from being a Magician to the development of a motion picture camera. The companies start was based on the Al Vista camera patent obtained by Peter N. Angsten and Charles H. Gesbeck On 8 September, 1896. The camera was introduced to the public in 1897 and featured a rotating lens, exposing roll film stretched on a 180 degree arc. The Al Vista camera proved to be the first successfully produced commercial panoramic camera made in quantity.

In 1900 the Multiscope & Film Co. company was listed to employ twenty-five employees.

Also in 1900 the Hinton & Co. of 38 Bedford street London introduced the Al Vista to the European market.

In 1908 the company was bought by Verstraete-Fyfe. It was located south of Jefferson Street west of the railroad tracks.

In 1909 the building burned. This appears to have been a significant set back.

In 1910 the Chicago based Multiscope & Film Co. name was changed to the Partee Photo Supply Company, after the secretary

and treasurer of the old, as well as the new firm. The new firm was located at 1223-25-27 Wabash Avenue, Chicago. The manufacture of the famous Al-Vista Cameras were continued and its well known high qualities strictly maintained. Additionally the Fargo, North Dakota Branch was sold to the The Northern Photo Supply Co., of Minneapolis, Minn. which also continued to carry the Al Vista cameras including its own line of photo supplies.



Ref:  
Mar 2008 Burlingtonhistory.org newsletter  
1898 The American amateur photographer  
1910 Photo-era magazine, p103  
1910 the Camera, p306  
1994 Early American cinema, p27

## 10 Yr Anniversary

This Year marks the tenth year of the Historic Camera Collector Club and Historic Camera Website. We are glad to have lasted for ten years and hope that the upcoming years bring more enjoyment and enrichment for the interest of Photography exploration. Thanks for your support!



## Website Update

Our new third generation software is now live on the website. Most of the activity for the past month has been focused on configuring the new site. Our member home pages and our History Librarium are now in the same database allowing members to showcase their photo and camera collections as part of our public camera datasheets. A new control panel enables better communication between members and control over images uploaded.

Member change over to the new profile will be handled one at a time. Members can create a new account in the new member area on their own and delete the old or site admin will change over and notify. The old member site will be maintained as required to support special member needs.

Members can now add photos in .jpg or gif formats and documents in .PDF format to established data sheets or from your control panel. We hope to have real photos, advertisements, instruction manuals and catalogue pages appended to each camera in the history librarium over time. We have already started to populate reference data on each camera, but there are hundreds that are just waiting for an image from your collection to be uploaded. Please participate. If you have photos or info to share that do not have Librarium datasheets already created to link to, just add via your control panel and a

Librarium datasheet will be quickly created by the sites admin.

Also, our Newsletters are now linked from the Sites home page and club page. They have also been incorporated into the database for future sorting capabilities and quick glance back.

### HOW IT WORKS:

You will need to be logged in before starting this process. Browse our librarium and find a datasheet that relates to a picture or document that you would like to share, then click on the "Add Pict or PDF" button located on the top left hand of the page (see arrows).



A new page will come up that will allow you to create a reference page. Enter the data as appropriate. Then upload your picture or document from your computer by clicking on the browse button. The first picture is used to display the icon. So if you upload a document it would work better if you also upload a picture to represent it. Uploads that are not in the right format will not be loaded and end up blank.

Wait until upload(s) complete and you will be automatically redirected to a success page and then on to your member control panel. Your new entry will be listed on top with an icon of your first image. There will also be multiple links, for you to see or modify your entry. The first selection is to view the reference page, the second is to view the main datasheet page that will have a new Icon on the left hand side under reference info, some info will be provided that you have entered and then you will have links for you to make additional modifications or to delete the page. Submitting images to the database can be made even if a public datasheet does not currently exist in the library. The admin

will create an entry for your items submitted and link them for you. To submit new images

go to your control panel click on the Reference tab and then click on "Add New Entry" text link in green.

The same entry form will come up and just state that you are linking to nothing. A link will be created for you by the site admin.

Send Questions to [admin@historiccamera.com](mailto:admin@historiccamera.com).