



#3 February 2008

 Australian Photographic Collectors' Society, Inc.
 www.apcs.asn.au

Market Report

Disappointing... my choice of words for our Market on February 10th. The date was an experiment, through no choice of our own, as we were bumped from our date for March 16th and the only date before May was this one, too early for many students. After discussion with the PSC, RMIT and within the committee it was decided to stay at Camberwell, accept the date and add extra promotion before schools finished and at the start of February. Apart from the extra mail outs involved, a media release went to an expanded media list and I managed to get an interview on radio just prior to the event. The result was only 480 through the door plus over 100 vendors and helpers for 64 tables of goodies... but all vendors remarked on the lack of students. It was an unfortunate situation beyond our control but the Camberwell Centre is hearing from us in a written complaint.

What goodies were to be found? We had a couple of new vendors... Michael Toms of Gecko Optical has moved from Perth to Warrnambool and had a table of everything from Telescopes to Microscopes and all



Nemrod Siluro Underwater

the items you need to attach your camera. Denis Reed had a very nice Canon P with matching light meter in his excellent range of quality items. Up on stage, Gino and Peter had 6 tables between them completely covered in bodies, lenses and accessories including digital and video items. The Printed Image is no longer, but Can Do Books of Book and Pattern Services took up 2 tables on the stage. A Hasselblad X-Pan was quickly snapped up and an early Waterworth (Tasmanian) projector was identified as the first of the batch of an early (pre-war) model and thus of historical significance. A Spanish Nemrod Siluro underwater camera found a new home. Back Focus should have a pictorial coverage to fill you in.

Our sincere thanks to the helpers during setup and during the day. Diary dates are October 12th, then March 22nd and October 11th 2009. Still at the Camberwell Centre and although it is expensive, it is central, has excellent facilities and our markets are synonymous with that venue.

Alan King



Canon P with Coupled Meter

Diary Entries



March 16

Auction AMRA Hall
 Inspection 10:00 - 12:45
 Auction at 1:00

April 20

Meeting AMRA Hall
 John Millar on Mamiya

May 18

Adelaide Market
 Frank 0411 390402
 fxslutz@ozemail.com.au

May 25

Brisbane Market
 Sandy (07) 3816 0341
 apbarrie@bigpond.net.au

June 15

Annual G.M. AMRA Hall
 Entertainment assured!

Meetings & Auction

Australian Model Railway
 Association Hall
 92 Wills Street, Glen Iris
 (Melways Ref 59 H7)

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Brian & Harvey on duty

APCS on ABC Radio

The change in date for our first Market for 2008 meant an intensive effort to “spread the word” as far as possible. While discussing the dilemma with a friend of mine, Helen Razer of the ABC, she was quite amazed to hear our market is probably the largest of its type in the southern hemisphere. She thought this was a great achievement on our part and thus was born the idea of doing a brief segment on her



Helen Razer

Sunday Show on ABC 774. We pre-recorded the segment and while only a few minutes, we covered some aspects of the Society as a whole as well as promote the Market. We missed the previous Sunday but we went to air with Hilary Harper on the Saturday Morning Show. This has the #1 ratings for reach and share on Saturday morning with some 300,000 listeners. Only brief, but every bit of publicity helps! **AK**

George & June Halls - Librarians

Early January, Lyle Curr and Alan King transferred the 16 crates of books and the accompanying shelf units to George and June Halls house in Malvern. George, a retired engineer, has collected far more than cameras in his days, so the library had to fit into his back room with weaving looms,



old tools, sporting equipment plus just about everything else and next door to an organ... which he still plays every day. Our thanks to June for the lunch she provided after the move. The items should be unpacked and sorted by now, so you can contact them on 03 9568 0759 or elmor@alphalink.com.au.

Mini Survey

A quick survey at the Market asked 34 people: “How did you know the date for this Market?”

	Previous	1st Time
Flyer Last Market	9	
Flyer Mailout	8	2
Photo Trader	5	2
APCS Website	2	0
ABC Radio Spot	1	1
Media (EG)	1	1
PICA	0	1
Friend told me	0	1
Ebay Ad	0	0
Trading Post Ad	0	0

Surprises:
1st visit for 25% of the sample!

The power of Radio **AK**

New & Returning Members Welcome!

Philip Ramsden, Mosman, NSW
Bruce Harris, Inverloch, Vic
Noel Gaskett, Watsonia, Vic
Christopher Evans, Kingsbury, Vic
Jim Morratis, Doncaster, Vic
Ashley Tracey, Castlemaine, Vic
Steph Lancaster, Femtree Gully, Vic
Paul Dow, Berwick, Vic
Victor Rider, Hastings, Vic

Member 209 writes...

I had been collecting on and off since about '95 but one day in the summer of 2003 I was at the local transfer station unloading some rubbish when a lady pulled up in the next bay, opened her boot and threw a couple of boxes into the skip. They hit the bottom and burst open and three cameras fell out. I asked why she was throwing them away. She replied that she has bought a digital camera and anyway she couldn't get film for some of them and off she went. I called the attendant and asked could I climb in and get them. He said 'no way'. I suggested he climb in and I would pay him. The answer was still no way, against the law etc, etc. I got thinking on the way home that maybe this was happening a lot and all this obsolete technology was being thrown away not to mention the waste of some good old cameras. So I resolved to stem the tide and have been collecting just about everything I could get my hands on since. **MM**

Sanderson for Sale



One of the 250 or so lots at our next Auction on March 16. The catalogue is on its way to Members now. Absentee bids are welcome!