

# APPENDIX B - PHOTOGRAPH ALBUMS

Photographic albums were not new to the 20th century, the 1860s saw the introduction of book-like albums with windowed pages to hold carte de visites. Larger versions held cabinet cards two decades later.

These albums were usually very elegant and somewhat expensive for most people. It took the flood of snapshots from amateurs with their Brownie and folding cameras to make inexpensive photograph albums a part of nearly every household.

An advertisement (Figure B-1) in a 1921 *Saturday Evening Post* magazine tugs at the reader's heart strings in the first paragraph:

*To-morrow, when the children have outgrown childhood, it holds you fast—brings back again and again, as you pore over the pages of your snap-shot album, the vivid story of the children as they were.*

Eastman Kodak planted the seed for cameras and albums in consumers' minds as well as any media executive today.

**A Page of Brownies**

These pictures were made on Kodak film with a two-dollar Brownie camera

*A story that never grows old is the picture story of the children—your children. To-day it is filled with the charm of human interest. To-morrow, when the children have outgrown childhood, it holds you fast—brings back again and again, as you pore over the pages of your snap-shot album, the vivid story of the children as they were.*

*And picture taking is very simple with a Brownie camera. The No. 0 Brownie, with which these pictures were made, loads in daylight with Kodak film cartridges for eight exposures 1½ x 2½ inches. It has a fixed focus, a rotary shutter for snapshots or time exposures and two finders, one for upright and one for horizontal pictures. It's a sturdy little camera, well finished, and the films cost (including war tax) but 25 cents for eight exposures.*

*Let your dealer show you how easy it is to have pictures of the children and by the children—natural, informal snapshots of the youngsters just as they are—pictures that cost but a few cents each, yet are a delight to-day, and to-morrow will fill a priceless album.*

**EASTMAN KODAK COMPANY**  
ROCHESTER, N. Y., The Kodak City  
*The No. 0 Brownie Price, \$2.00*

Showing the original No. 0 Brownie size and an enlargement from the same negative. Enlargements made with this camera are of such quality that enlargements can easily be made up to 8½ x 11½ (just card size). The price of such enlargements is 50¢ each.

Figure B-1. Kodak Brownie ad in a 1921 *Saturday Evening Post*.

## Highest Quality Loose Leaf Photo Albums

**Each Album Contains 100 Pages (50 Black Flexible Leaves).**

The high cost of materials has resulted in placing on the market many photo albums which are below the standard of quality we consider desirable. We handle only the best grade photo albums. They are well bound and attractive in appearance. The leaves are of the Egyptian black tint, harmonizing with almost any kind of print, and are made of strong, tough paper, the best grade used for album leaves. This paper keeps its color indefinitely and will give years of service.

The leaves of these albums are removable, permitting the arrangement of the photographs to be changed at will; old leaves may be taken out, new ones put in or rearrangements made at any time. Both covers and leaves are flexible and the albums are bound in such a manner that they always lie perfectly flat whether open or shut.

Black Cloth Binding. Bookbinders' Cloth, Silk Finish.			Imitation Leather Binding. Seal Grain. Black.			Imitation Leather Binding. Walrus Grain. Black.			Imitation Leather Binding. Spanish Green Mission. Mottled.		
Code	Size of Leaf, Inches	Price, Each	Code	Size of Leaf, Inches	Price, Each	Code	Size of Leaf, Inches	Price, Each	Code	Size of Leaf, Inches	Price, Each
20D3001	5½ x 7	\$0.93	20D3006	5½ x 7	\$1.05	20D3036	5½ x 7	\$1.05	20D3031	5½ x 8½	\$1.40
20D3002	7 x 10	1.10	20D3007	7 x 10	1.40	20D3037	7 x 10	1.40	20D3032	7 x 10	1.60
20D3003	8 x 10	1.48	20D3008	8 x 10	1.70	20D3038	8 x 10	1.70	20D3033	10 x 12	2.35
20D3004	10 x 12	1.70	20D3009	10 x 12	2.10	20D3039	10 x 12	2.10	20D3034	11 x 14	2.75
20D3005	11 x 14	2.12	20D3010	11 x 14	2.55	20D3040	11 x 14	2.55			

Figure B-2. The 1920 Sears catalog carried a full page (partial shown here) of photograph albums. They were available in loose-leaf and bound versions, ranging in price from less than a dollar for small cloth bound albums to over six dollars for English leather bound large versions. Each came with 50 leafs of black pages. The 1923 catalog listed 300 gummed corners for 24 cents, a jar of paste for 15 cents, 'Snow White' white ink for 23 cents, and white pencils were 8 cents to write a name or note on the black pages.

Albums came in many sizes to fit the buyers needs or budget. The top album in Figure B-3 is 11" x 7", the one on the left is 10" by 6.5", and the small one on the right is 8" x 5.5". The smaller one was given to the owner (author's father) for Christmas in 1927.

The 1925 Sears catalog describes the more expensive albums has having four white pages in the front for writing information about the photographs.

The page labeled PHOTOGRAPH RECORD in Figure B-4 is from the left-most album in B-3.

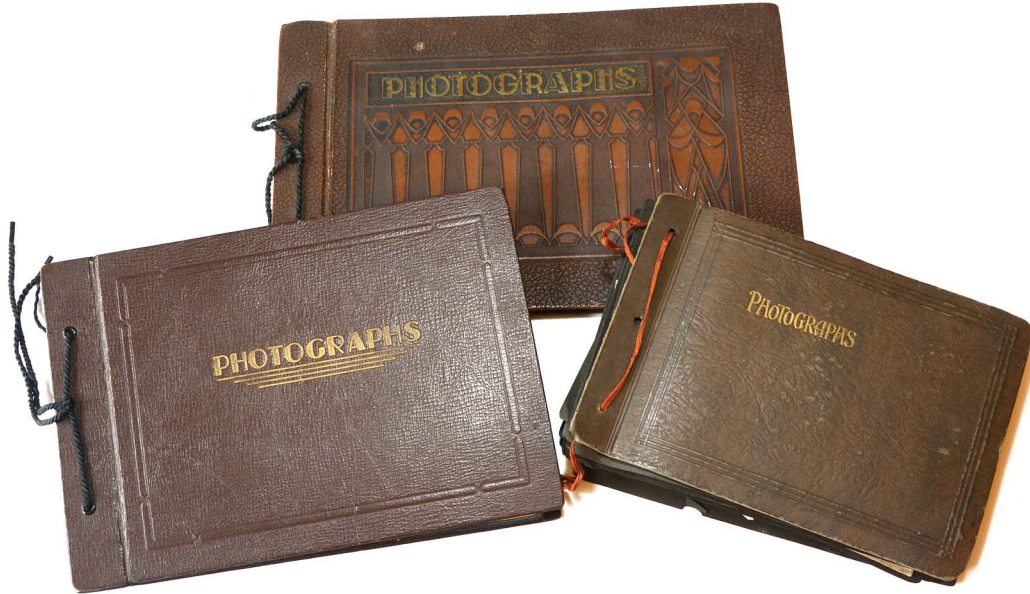


Figure B-3. Three different size albums from the 1920s and 30s. Each with black pages, bound in leatherette.

515-03-8899

**PHOTOGRAPH RECORD**

PAGE	DATE	PERSONS IN GROUP	WHERE SNAPPED	BY WHOM
1	July 25, 1937	Winifred Smith	At my home	myself
1	July 25, 1937	Maudie (Lois) Warner	At Trine Wolf's	myself
1	July 25, 1937	Marvin, Bob, & Betty Johnson	At Wolf's	myself
2	Aug 1, 1937	Katie	Halstead Park	myself
2	Aug 1, 1937	Winifred, Wauita, Katie, Regene, Betty	B. High School	myself
2	Aug 1, 1937	Winifred, Regene, Katie, Wauita, Betty	B. High School	myself
3	Aug 1, 1937	Winifred, Wauita, Regene, Katie, Betty	B. High School	myself
3	Aug 5, 1937	Marvin, Gabe and Bob Miller	Belle Plaine <sup>Swimming Pool</sup>	myself
3	Aug 5, 1937	Bob Miller	Belle Plaine <sup>Swimming Pool</sup>	myself
4	Aug 29, 1937	Katie, Regene, Winifred, myself	3 mi. N. Bentley	Hertrude Biggs
4	Aug 29, 1937	Katie, Regene, Winifred, Gertrude	3 mi. N. Bentley	myself
7	Aug 29, 1937	Gertrude, Regene, Winifred, Katie	Halstead Park	myself
5	Aug 22, 1937	Gertrude, myself & Winifred	Halstead	Bob Miller
5	Aug 22, 1937	myself	Elevator Road	Bob Johnson
5	Aug 22, 1937	Burke, Margaret, Winifred, Bob & myself	Bazaar's	Betty Jo
6	Aug 22, 1937	Bob Johnson	Cemetery	myself
6	Aug 22, 1937	Winifred Smith, myself	B. High School	Bob Johnson
6	Aug 22, 1937	Bob Johnson & myself	Cemetery	Winifred Smith
7	Aug 22, 1937	Winifred Smith	High School	myself
7	Aug 22, 1937	Bob Johnson	Elevator Road	myself
7	Aug 22, 1937	Winifred Smith	Elevator Road	myself
8	Aug 22, 1937	Bob Johnson	High School	myself
8	Oct 10, 1937	Bob Johnson & Bob Miller	Edgwick Bridge	myself

Figure B-4. A complete and diligent log of photographs taken in the late 1930s by a high school senior.

If you are lucky, the owner of the album identified the pictures in the log and with white ink on the pages. If you never remove photographs from the album, this will help you maintain the history. However, some of the pictures may become loose and fall out, or purposefully be taken out of the album, losing the association of information with the photograph.

It is wise to record the information on the back of the photograph if it can be easily removed. Unfortunately some photos were glued to their pages. This solves the

problem of missing photographs from the page. However, if the photo was mounted using corner tabs, gently remove the photograph and write the information in No. 2 pencil on the back. Then return the photo to its original place.

For even better archiving, scan the photograph and record the information in the *properties* or *file info* area of the digital file. An additional suggestion is to name the digital file with the person's name and year the picture was taken, if known.

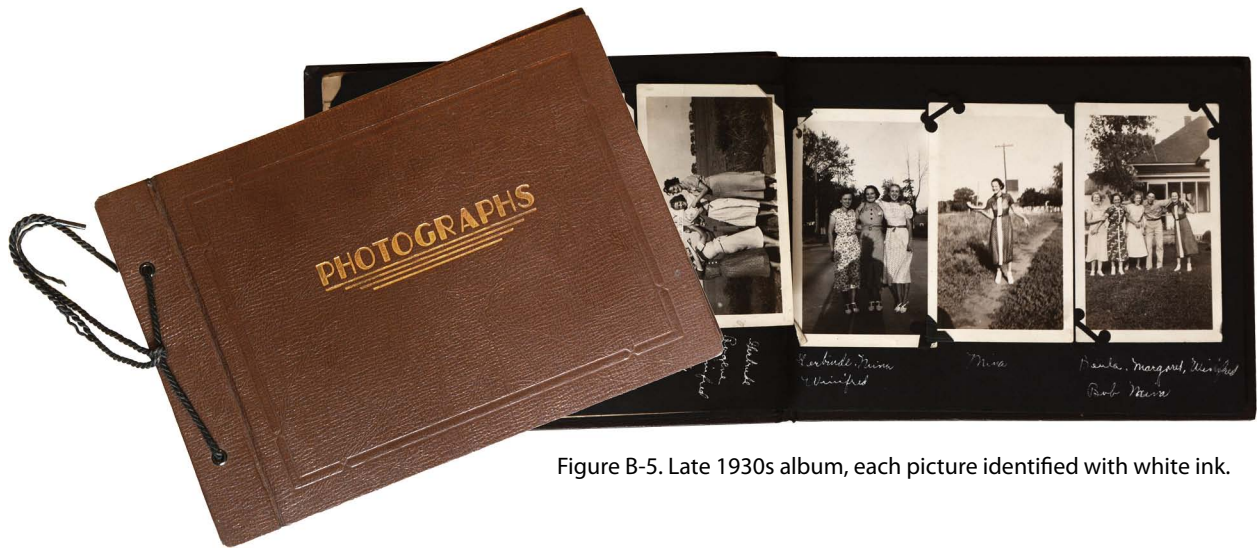


Figure B-5. Late 1930s album, each picture identified with white ink.

A variety of blank scrap books appeared in the 1917 Sears catalog, these were essentially interchangeable as photo albums. Both contained 40 to 50 pages of loose-leaf black pages.



Figure B-6. A battered photo album/scrap book holds Christmas pictures from the mid-1920s.

## The War Years

Albums were still highly popular into the 1940s, and they become more attractive than early dark versions. The large album in Figure B-7 is bound with a cream colored, highly embossed cover. It holds 15 inch x 11 inch black pages. It was new in 1941, the first pictures were wedding pictures of the owners, but it was continually added to throughout the 40s.

The album with a patriotic motif in Figure B-8 was purchased in Honolulu in 1945 by a soldier stationed nearby. It contains light colored pages, yellowing with age. The lighter pages allowed easier notation of the pictures with any pen or pencil. Still, most albums of the time still contained black pages.

Another military themed album, shown in Figure B-9, was bought by the same soldier before shipping overseas. Outside any military post are numerous shops that cater to the soldiers and sailors - enticing them with must-have items, especially on pay day.

### End of Paper-Page Albums

These type of photo albums were widely used until the 1950s. By 1956, the Sears catalog was selling albums full of clear pages with pockets for photographs. Bound or loose-leaf albums with blank paper pages were still available, but were listed under the heading "Photo Albums and Scrapbooks", with no designation of how it was to be used on the covers.

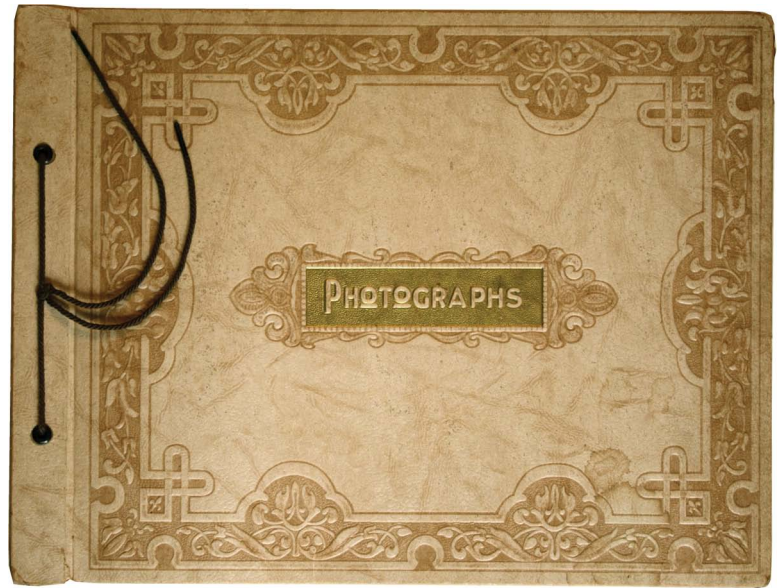


Figure B-7, A large modern album purchased in 1941.

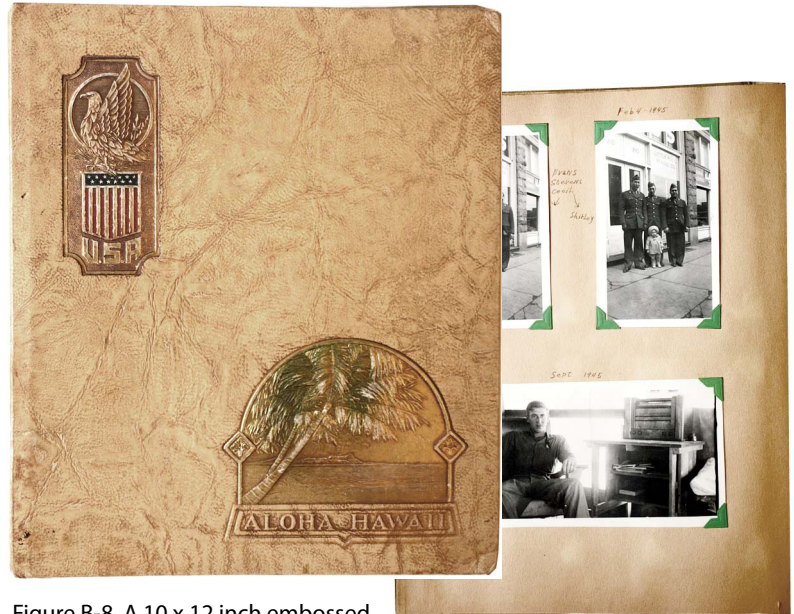


Figure B-8, A 10 x 12 inch embossed album purchased in Hawaii during World War II.



Figure B-9, A 11 x 7 inch leather bound album from World War II, probably sold near an Army post.