

Book Release e-Press Kit

for

19th Century Paper Photographs

A Genealogist's Guide to Cartes de visite and Cabinet Cards

May 10, 2011



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PhotoTree.com™

**PhotoTree.com Announces New Book:
19th Century Paper Photographs
*A Genealogist's Guide to Cartes de visite and Cabinet Cards***

New EPUB formatted book brings a unique approach and fresh information to 19th century photograph research.

CARLSBAD, CALIFORNIA - May 10, 2011 – PhotoTree.com™, a developer and publisher of genealogical research tools announced today a new book titled *19th Century Paper Photographs: A Genealogist's Guide to Cartes de Visite and Cabinet Cards*. This book, in EPUB® format for the iPad® and iPad 2 tablets, presents a fresh and comprehensive approach to researching and dating 19th century photographs.

By following the easy-to-use numbered clues, reviewing tables and checklists, and comparing images to their own, the genealogist can easily become an expert at dating old family photographs. This book – the first in a series – presents a unique way to benefit from over 220 high quality, documented images from the 1800s. Unlike many e-books that are merely PDF files of older printed works, *19th Century Paper Photographs* was conceived and developed to take advantage of new electronic publishing capabilities.

“The new generation of tablets brings exciting features such as interactive images to e-book reading,” said Gary Clark, founder of PhotoTree.com. “We took the extra steps and time during development to create a new way for genealogists to look at old images and take advantage of advanced tablet capabilities and the native EPUB format,” he continued.

iPad tablets allow the reader to tap on an image, and enlarge it to the full window size. The reader can continue to enlarge the photo with two-finger movements. In addition, by simply rotating the iPad, the screen view will change from single page in portrait mode, to a two-page layout in landscape mode. Features of the EPUB format also include the ability to enlarge or reduce the text size, change fonts, and create bookmarks. The EPUB format is a nationally recognized standard for e-book development and is supported by leading publishers and e-reader manufacturers.

Along with taking advantage of the next generation of publishing capabilities, *19th Century Paper Photographs* presents the most complete information source for dating old photographs. Gary Clark's twenty years of collecting and researching 19th century photographs has yielded new datable evidence, providing the researcher with the knowledge to establish most photograph dates within two to six years of when the picture was made.

19th Century Paper Photographs is will be introduced at the National Genealogical Society conference in Charleston, SC on May 11, 2011. It will be available for purchase from the Apple® iTunes Store on May 18, 2011 for \$16.95 (ISBN: 978-0-9835785-9-5). A free sample of the book, optimized for the iPad family of tablets, will also be available from the iTunes Store. E-book versions for additional tablet models including the Zoom from Motorola-will be announced soon on the PhotoTree.com website. Paperback printed versions will be available Summer 2011.

About PhotoTree.com

PhotoTree.com provides products, services, and research tools to genealogists, photograph collectors, and historians that guide them through the process of dating 19th century photographs. Professional services include restoration and quality reproductions of 19th century photographs. New in 2011, PhotoTree.com is publishing a series of books that help the researcher identify and date their 19th century family photographs. Research tools include a web-based online gallery of more than 1,000 dated images in over 50 categories to compare with researchers' undated family photos. This website includes an extensive history and description of 19th century photographs and is freely available to the public. More information is available at www.phototree.com.

Phototree.com is a trademark of PhotoTree.com. iPad is a registered trademark of Apple, Inc. EPUB is a registered trademark of the International Digital Publishing Forum.

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Frequently Asked Questions

about

19th Century Paper Photographs ***A Genealogist's Guide to Cartes de visite and Cabinet Cards***

Q: Is the book only available on the iPad?

A: The initial book release is in the EPUB format for the iPad and iPad 2.

Q: How about other tablets that read EPUBs?

A: Most new Android-based tablet such as Xoom from Motorola are still receiving operating system updates to bring them up to speed on many applications, including support for highly formatted EPUBs. PhotoTree.com is actively developing for Android tablets and is hopeful the platforms will be stable soon.

Q: How about the Nook from Barnes and Noble and Amazon's Kindle?

A: The Color Nook's screen has been deemed too small to render this type of book satisfactorily. Kindle just announced (April 20, 2011) support for EPUB, however the Kindle is low resolution and the screen is only black and white. Nook and Kindle will not be supported with their current models.

Q: Are printed copies available?

A: The printed version layout is in progress, with availability targeted for late Summer 2011.

Q: What is the cost of the book?

A: The price on Apple's iTunes store is \$16.95.

Q: What will the printed copy cost?

A: That has not been determined yet.

Q: Can I get a trial copy? It's not like a book that I can thumb through.

A: The Apple iTunes store provides a free download of a portion of the book to review. Also, sample portions of chapters in PDF format are on the PhotoTree.com website.

Q: This book only covers two kinds of old photographs. What about tintypes?

A: A companion book is well along, covering tintypes, ambrotypes, and daguerreotypes. This goes back to about 1840. Publication is scheduled for September 1, 2011.

Q: Is the Apple iTunes Store the only place to buy the book?

A: Currently yes. We are in the process of placing it in other e-stores for iPad download.

Q: How is this book on old photographs different from others I've bought?

A: Gary Clark, the author, has taken a different and more in depth approach than most other works. Research has shown, and the book reveals that photographic technology and pictures changed frequently throughout the 19th century. These changes have been isolated, tracked, and dated, providing a timeline of identifiable characteristics. Many clues presented here have not been seen in other books of this nature. Traditional review of style and fashion are also included, but many with new insight. This book was born out of the author's frustration of needing a dozen books or more to find an answer. He strives to interpret all the clues on a photo, to easily establish an accurate date— all in one book for a particular type of photo.

PhotoTree.com Background

The first web pages of PhotoTree.com went live in August of 2000. These images were a collection of 19th century photographs, and the first published research by Gary Clark on the process of establishing dates of unknown photographs. PhotoTree.com is a pioneer in bringing new information and tools to genealogists in their quest for answers to their many photograph questions.

PhotoTree.com provides products, services, and research tools to genealogists, photograph collectors, and historians that guide them through the process of dating 19th century photographs. The company is publishing a series of books in 2011 that help genealogists identify and date 19th century family photographs. Research tools include a web-based online gallery of more than 1,000 dated images in over 50 categories to compare with a researcher's undated photos. This website also includes an extensive history and description of 19th century photographs and is freely available to the public

Gary began his ancestral pursuits in 1992 searching for his own family history; tracking his Clark lineage through arrival in America in 1722 from Northern Ireland and back to Scotland in 1605. Any further discoveries will probably take a trip to the homeland – which is planned. Part of the research included identifying family pictures that contained no documentation.

The quest to develop a system to date 19th century photographs was born out of the lack of succinct and focused information for the task. Many academic works were available, and some simple books were found that only showed a bunch of pictures. It seemed to take a dozen books to research a few pictures. After many years of research, and by organizing and cataloging photographs with techniques ranging from push-pinned photograph copies to walls, to a structured database to help find similarities and patterns, Gary discovered underlying information and created a methodology to easily date old photographs.

The PhotoTree.com collection has grown to over 3,000 high quality images. In addition, a library of 19th century newspapers, photographic manuals, supplier catalogs, advertisements, and other documents were accumulated for research purposes. These provided additional validation of identification methodologies.

Phototree.com is a publishing company for books, tablet applications, and web-based information services. Phototree.com also provides a stock photo service, offering photo reproduction rights to design agencies and others. Restoration services are also available, restoring digital versions of damaged or photographs, creating high quality reproductions.

With over 30 years experience as a professional photographer, graphics designer, and web developer, Gary brings a deep understanding of photography and underlying technologies to his research. This range of experience contributes to current projects such as book and app development for the new media vehicles available to the genealogist.

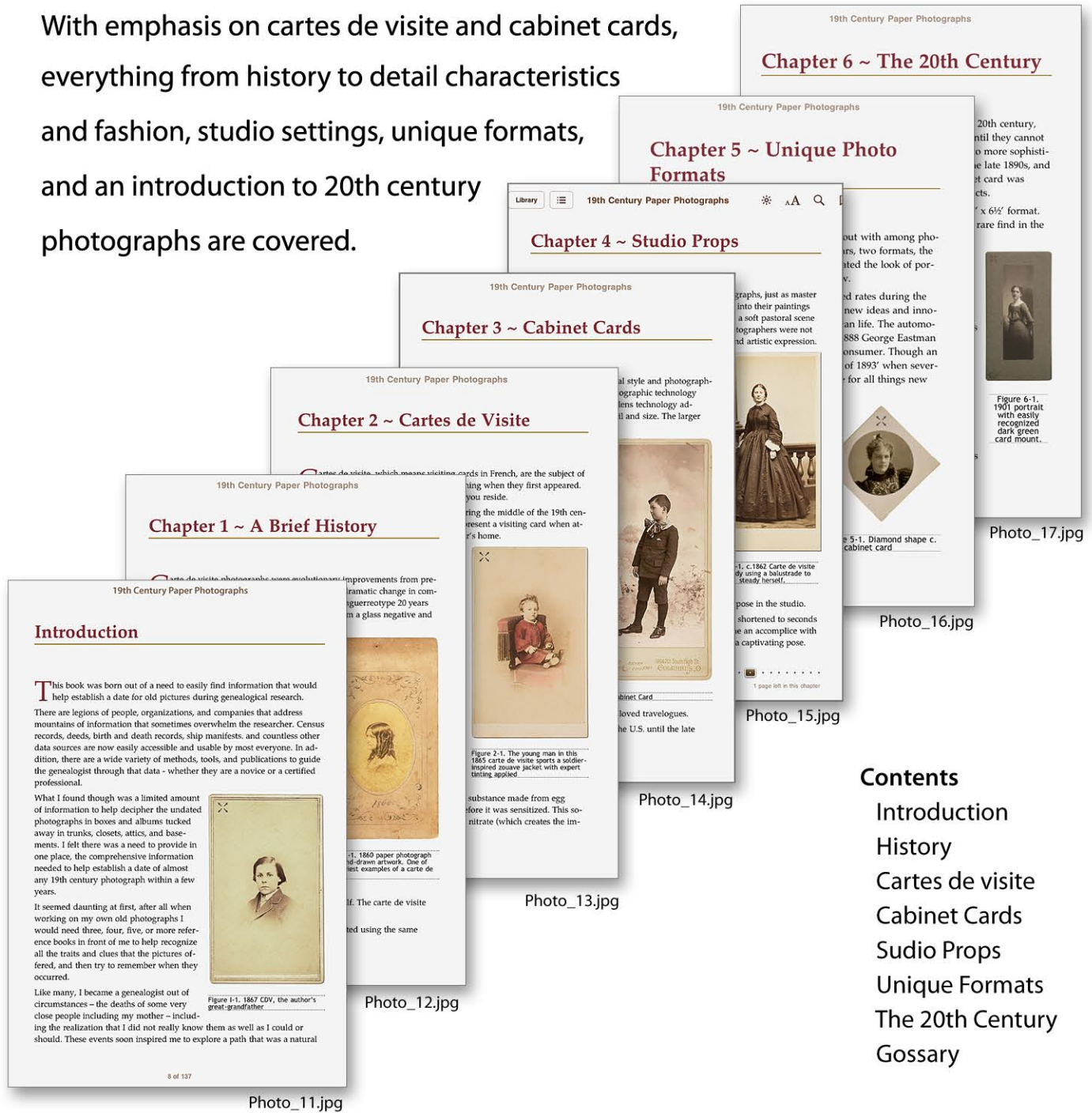
Headquartered in Carlsbad, California, Gary is frequently found on the genealogy conference circuit giving fun, illustrated presentations on dating 19th century photographs.

19th Century Paper Photographs

A Genealogist's Guide to Cartes de visite and Cabinet Cards

A New Book from PhotoTree.com – Released May 10, 2011

With emphasis on cartes de visite and cabinet cards, everything from history to detail characteristics and fashion, studio settings, unique formats, and an introduction to 20th century photographs are covered.



Contents

- Introduction
- History
- Cartes de visite
- Cabinet Cards
- Studio Props
- Unique Formats
- The 20th Century
- Glossary

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19th Century Paper Photographs

studio print choice and was used well into the 1950s.




Figure 3-17. The c. 1878 sepia photograph on left shows extensive fading and yellowing from the albumen binder while the elegant center collodion or gelatin print from 1894 maintains rich warm hues. 1896 matte collodion print on right exhibits rich dark tones and fine detail. (Double-tap the image in landscape mode for high resolution viewing).

For reference in this book, both gelatin and collodion prints will be treated the same. They are almost indistinguishable from each other, and only an expert with a high powered microscope can tell them apart. It is important to note that both of these types of prints generally had glossy surfaces.

Warm, reddish-purple-brown prints are mostly from the 1890s, rich blacks after 1895

Photographic Papers		
Type	Characteristic	Date Used
Albumen	Sepia tone	1860 - 1898
Collodion	Reddish/brown/purple	1885 - 1920
Gelatin	Reddish/brown/purple	1885 - 1920
Matte Collodion	Near-Neutral Black	1894 - 1920

Table 3-6. Most commonly used photographic papers.

The vast majority of cabinet cards under research by the genealogist are made with one of the papers from the above table, and the 'Date Used' is the time frame when the most commonly found photographs are from. Many other paper

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Photo_03.jpg

Important tips are highlighted for easy reference and summary tables help the researcher quickly find and remember the valuable information.

Beautiful high resolution images, clues, and guidelines help you find the answers you need while researching old photos.

Library 19th Century Paper Photographs

a few can be found with revenue tax stamps that were required from 1864 to 1866.

Oval Frame - Definitely 1870s
 One of the simpler clues that is highly accurate is the oval-masked picture. This printing style was used almost exclusively during the 1870s, and quite often. During the printing process, a mask such as a piece of cardboard with an oval cut out, was placed over the photograph. The only portion of the sensitized photograph paper that would be exposed and developed into a picture was that center oval section.




Figure 2-5. A fashionable lady graces this 1872 oval-masked carte de visite with rounded corners

This look had its roots in the oval frames from daguerreotype days, many of the tin-type sleeves, and the cartouche artwork from the 1860s. This oval masking had a production value as well as purely artistic. Any stray and unwanted portion of the picture edge would be conveniently eliminated.

Clue #3 - Card Corners, Edges and Color

Thickness Corners Size Clothes
 Clues Borders Imprint Stamps Studio

The manufacturers of card stock were always tinkering with the product, probably to generate new interest. But the changes were generally small, until about 1870.

Around this time, many mounting card characteristics changed at one once. For the researcher this is good, as there is a definite before and after 1870-look to CDVs.

Corners
 Early carte de visits had square cut corners. With frequent handling, they

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Photo_04.jpg

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Zoom In for Larger Image

Library 19th Century Paper Photographs v1



1862 1865 1868

Figure 2-17. The full hoop skirt held court for most of the 1860s, but started giving way to the bustle late in the decade.

1860s Patriotic Influence
A look that did maintain popularity throughout the decade was the varied applications of geometric patterns, used in manners that are reminiscent of military chevrons and dress uniforms. First seen in the late 1850s, these patterns became very popular during the war years, and can even be seen later in the decade and even occasionally in the early 1870s. The look was most evident in women's dresses, but was used in children's clothing also along with the immensely popular zouave jacket.



Figure 2-18. Geometric patterns create chevrons and hash marks on the sleeve, and trim on the skirt in this 1865 CDV.

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Photo_09.jpg



Photo_10.jpg

When an image is double-tapped with your finger the photograph enlarges to a full screen view, revealing greater detail from the high quality picture.

19th Century Paper Photographs

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Auto-Rotate for Side-by-Side Pages

Library 19th Century Paper Photographs

er traits of the photograph should be considered.

Traditional High Back Chair

These chairs were standard chairs found in the dining area, parlor, or any general area. They were not photography-specific chairs. As most pictures show, they were generally used as a means for the subject to steady themselves, and to help with the photograph composition. The subject was more likely standing next to it than sitting on it. When sat in, the chair was usually paired with a table, so the subject could rest their arm on it, and create a more relaxed and natural photograph.



1862 1863 1864


Figure 4-7. Common household chair styles used in the early 1860s.

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19th Century Paper Photographs

The Fringe Chair

The fringe chair is easy to recognize with its bangs and braided cords draped from the armrests and side of the chair. These were not just parlor chairs brought into the studio; they were specifically designed 'posing' chairs. Available during the later civil war years, Anthony's Position Chair were advertised in the February 1, 1866 *Humphrey's Journal of Photography* for as little as \$13.00!



1866 1867 1872

Figure 4-8. The 'must-have' posing chair came in a variety of shapes and configurations.

Continuing a trend that started in the previous decade, 1870s studio chairs became larger and heavily adorned with upholstery and decoration.

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Photo_07.jpg


← Tablet held in landscape position

↓ Tablet held in portrait position

19th Century Paper Photographs

Fringe Chair

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1866 1867 1872

Figure 4-8. The 'must-have' posing chair came in a variety of shapes and configurations.

Continuing a trend that started in the previous decade, 1870s studio chairs became larger and heavily adorned with upholstery and decoration. Many were patented specifically for studio use, but soon gave way to more unique props found in the 1880s.

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Photo_08.jpg

The tablet will auto-rotate the image and change the view when the tablet is physically rotate from portrait to landscape and back. This feature can be turned off in settings.

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19th Century Paper Photographs v1

Carte de visite Checklist

This table recaps the clues and checks the years each clue can most frequently be found. Note: Some photographers may have used a technique or material well after others ceased.

Clue	1860	'62	'64	'66	'68	'70	'72	'74	'76	'78	'80	'82	'84	'86	'88	1890
Card Thickness																
.011" - .014"	✓	✓	✓													
.015" - .017"		✓	✓	✓	✓											
.020" - .030"					✓	✓	✓	✓	✓	✓	✓					
.030" - .040"												✓	✓	✓	✓	✓
Card Corners																
Square	✓	✓	✓	✓	✓											
Rounded						✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Card Color																
Natural	✓	✓	✓	✓	✓											
Yellow & Pastels						✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Gold, Black, Chocolate										✓	✓	✓	✓	✓	✓	✓
Card Edges																
Plain Cut	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Beveled													✓	✓	✓	✓
Tax Stamps														✓	✓	✓
All			✓	✓												
1-Cent				✓												
Blue Playing Card				✓												
Cartouche Frame			✓	✓												
Card Borders																
None	✓	✓	✓			✓	✓	✓	✓	✓	✓					
Two same size			✓	✓												
Two: one thin, one thick			✓	✓	✓	✓	✓									
Single rounded corners						✓	✓	✓	✓	✓	✓					
Thick gilt to edges									✓	✓	✓	✓	✓	✓	✓	✓
Imprints																
Small type: 1 to 3 lines	✓	✓														
Small artwork, patriotic			✓	✓	✓											
Horizontal art & text						✓	✓									
Large, full card art						✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

A printable chart is available at: www.phototree.com/books.htm

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Photo_05.jpg

Printable PDF checklists are perfect for quick reference charts, pin them up in your work area. These are available on the PhotoTree.com web site:

www.phototree.com/books.htm

Checklist and Reviews. These checklist provide a handy method to review all clues and can be used as a quick reference.

19th Century Paper Photographs

Cabinet Card Checklist

A recap of clues and the years each is found most frequently.

Cabinet Card Clue	1870	'72	'74	'76	'78	'80	'82	'84	'86	'88	'90	'92	'94	'96	'98	1900
Card Edges																
Plain cut	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Beveled									✓	✓	✓	✓	✓	✓	✓	✓
Uneven Scalloped										✓	✓	✓	✓	✓	✓	✓
Even Scalloped														✓	✓	✓
Borders & Emboss																
No Borders	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Single Thin Line									✓	✓	✓	✓	✓	✓	✓	✓
Thick Gilt Border			✓	✓	✓	✓	✓									
Single Line Below Print									✓	✓	✓	✓	✓	✓	✓	✓
Fine Border Embossing														✓	✓	✓
Card Color																
Natural Finish	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Coated Front & Back											✓	✓	✓	✓	✓	✓
Pastels											✓	✓	✓	✓	✓	✓
Maroon, Green, Black											✓	✓	✓	✓	✓	✓
Front Imprint																
Small Plain Text	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓						
Cursive, Larger Text									✓	✓	✓	✓	✓	✓	✓	✓
Centered Monogram											✓	✓	✓	✓	✓	✓
Foil Stamped											✓	✓	✓	✓	✓	✓
Embossed														✓	✓	✓
Back Imprint																
Covers Half of Back	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓					
Covers Entire Card											✓	✓	✓	✓	✓	✓
Paper Process																
Albumen (Sepia)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Collodion (Rich Hue*)									✓	✓	✓	✓	✓	✓	✓	✓
Gelatin (Rich Hue*)									✓	✓	✓	✓	✓	✓	✓	✓
Matte Collodion (BW**)														✓	✓	✓
Special Effects																
Trompe l'oeil											✓	✓	✓	✓	✓	✓
Pressed Image														✓	✓	✓

* Rich Hues include reddish/brown and blueish/purple
 ** BW: Near neutral black and white with great range of tones.

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Photo_06.jpg

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19th Century Paper Photographs

Clue #6 - Federal Tax Stamps

Clues — Thickness — Corners — Size — Clothes — Studio
Borders — Imprint — **Stamps**




Figure 2-12. Tax stamps from August 1864 - August 1866. One cent stamp began use in March, 1865, blue playing card 2-cent stamp was only used in the summer of 1866. A variety of other stamps were used throughout the time period.

The photographer selling the taxed images was supposed to cancel the stamp with his initials and the date. Although this can be a benefit to today's researcher, investigation has shown that less than 25% of stamps have a date recorded on them. Cancellations may include an 'X', initials, a name, or some illegible scribble.

Tax Stamp Usage	
Stamp	Date Used
All stamps*	Aug 1864 - Aug 1866
1-Cent stamp	Mar 1865 - Aug 1866
2-Cent Playing Card	Summer 1866

* Except 1-Cent & 2-Cent blue playing card stamp

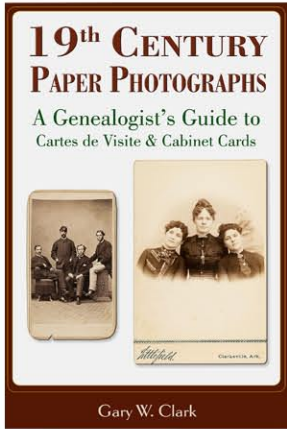
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Photo_02.jpg

There are many ways to establish a picture as a Civil War era photograph, many are covered.

One of the more common, and easy ones, is finding a tax stamp on the photo. This is explained in detail.

These images are included the *19th Century Paper Photographs - A Genealogist's Guide to Cartes de visite and Cabinet Cards* electronic Press Kit. They are supplied in JPG format and may be freely used for book review projects by editors, publishers, analysts, writers, newsletter publishers, and bloggers.



Photo_01_Cover.jpg



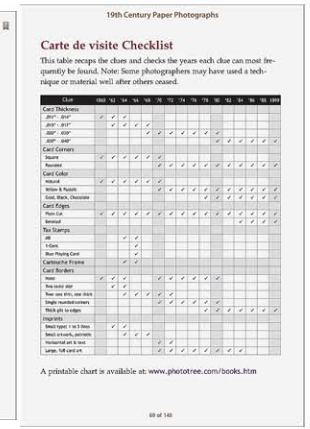
Photo_02.jpg



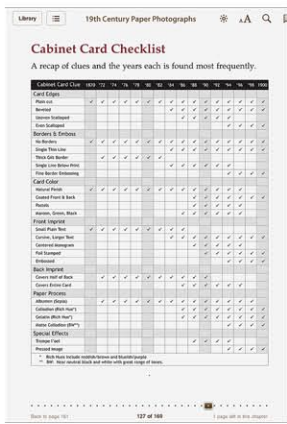
Photo_03.jpg



Photo_04.jpg



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Photo_12.jpg



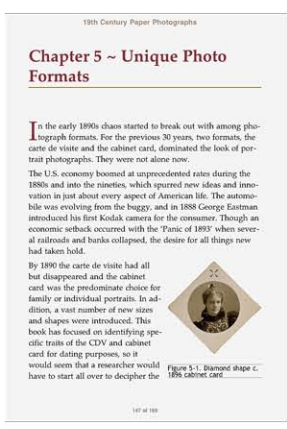
Photo_13.jpg



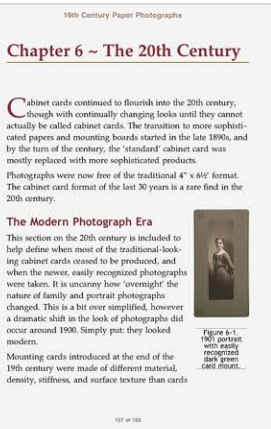
Photo_14.jpg



Photo_15.jpg



Photo_16.jpg



Photo_17.jpg

For additional information call Gary Clark (760-505-2715 or email gary@phototree.com.)

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