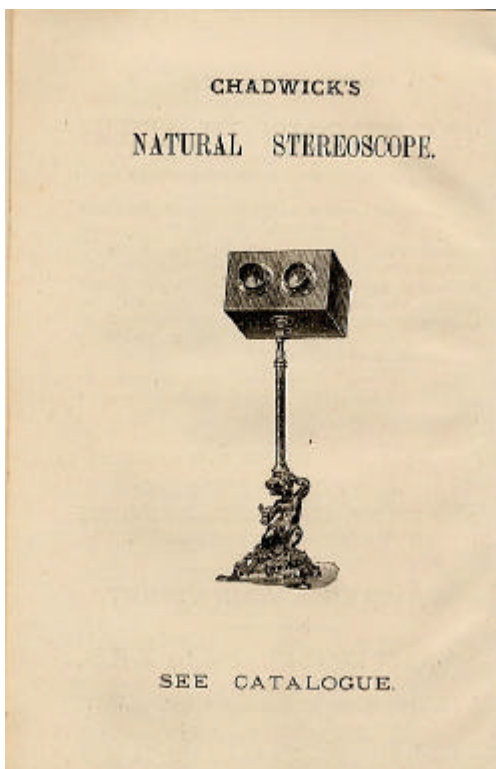


W. I. Chadwick

William Isaac Chadwick was a teacher of photography and a magic lanternist of great skill, who designed technically and artistically brilliant stereoscopic cameras. He re-introduced the public to stereoscopic photography in the 1890s and is regarded as the father of modern stereoscopic work. He published a *Stereoscopic Manual* which is still held to be the classic work on the subject. The Museum's photographic collections include examples of his cameras and projectors.



Little is known of Chadwick's early life, but he set up a photographic dealership and teaching studios in Manchester. At one time, these were in St Mary's Street, Deansgate, where he taught photography and the proper use of the magic lantern and the preparation of slides.

By 1895, having found difficulty in obtaining suitable stereoscopic cameras, he had designed a box-form stereo camera. This used Barnett's patent dark slides and was made for Chadwick by Billcliff of Manchester. He also had special lenses made, although records do not reveal the maker. This camera could be used either as a stereo or single-lens camera or for copying and reducing. Weighing less than 5 lb (2.25 kg), Chadwick regarded it as "the lightest practical Camera (of the best make) ever offered".

Chadwick went on to design other cameras and advertised in the *British Journal of Photography* during the 1890s. He advertised very little, reflecting his view that the product was more important than the promotion: "The more space I occupy in these pages, the more I have to pay."

His business did not prosper as well as it might have done in view of the high quality of his products, possibly because of this uncompromising attitude. In a market where Kodak advertised at every opportunity, this was not conducive to maximising profits.

For more information:

Read Channing, Norman & Mike Dunn, *British Camera Makers: an A-Z Guide to Companies and Products*. Esher, UK: Parkland Designs, 1996.
Davies, David. 'The Manchester Camera Makers, 1853-1940'. *The Photographer*, 68/69, Winter/Spring 1986.