“We Want Pictures so Kodak as You Go”: Promoting Winter Recreation in Banff in the 1920s

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Abstract

In February 1917 the residents of Banff, Alberta hosted the first Banff Winter Carnival. Aimed at a regional middle class market, the winter carnival became the base of local efforts to get people to visit the Rocky Mountains at a time of year when external promoters, like the Canadian Pacific Railway (CPR), were not interested in bringing tourists to the region. Local boosters used the established representation of Banff as a wilderness area and incorporated photographs into promotional text to create a different image of place informed by the experience of living in a national park. A careful examination of the 1920 promotional booklet, Banff Winter Sports: Banff Canada’s National Park in Winter, Canada’s Winter Playground, illustrates how Banff boosters used winter recreation and a visual emphasis on people at play in the mountains to make the town a place worth visiting in the winter months.

Full Text:

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Kodak was never short on innovation, adds Glocker, but there was a disconnect between the research labs and upper management. When he joined Kodak in 1983, research was funded on what was known as Eastman’s nickel — that is, for every dollar of Kodak film sold, research got five cents. This view is shared by Kodak insiders as well. Some people in the company saw a need for change but they couldn’t make it happen, says John Larish, a photography writer who worked at Kodak from 1969 to 1984 as a senior markets intelligence analyst. He recalls efforts in the 1980s to drive innovation by setting up smaller spin-off companies within Kodak, but “it just didn’t work.” Venture companies in Silicon Valley are “pretty wild,” Larish adds. 1920s coats were simple wraps with thick fur trim or all fur style raccoon coats. For those that could afford it, coats in the last half of the decade featured both real and fake fur collars in either a mushroom shape or as a large shawl collar. Popular fur trim included mink, possum, raccoon, seal, fox, sable, and beaver for the upper classes. Mid classes may have chosen the cheaper weasel, squirrel, chinchilla or mole. Some cheap furs like rabbit were dyed to look like the more expensive fox and seal furs. If real fur was out of your price range, there were synthetic fake furs often called Siberian fur cloth, that resembled the real thing. The most favored furs had long,