



PHS

Digitizing Garden & Landscape Lantern Slides

A PHS Library Pandemic Project

Janet Evans



About PHS



**Partnering with
neighborhoods across
the region**



**Providing free public
gardens and landscapes**



**Engaging gardeners and
garden lovers as change
agents**



**Producing the
Philadelphia Flower
Show and other events**



About PHS McLean Library

- Library in Philadelphia
- PHS members, staff, researchers, public
- Print /eBook collections
- Archives of PHS



Previous Lantern Slide Digitization 2018



Wister Collection - Allgates, Haverford, Pa.



Garden Club of Philadelphia - Laverock Hill, Pa.



Previous Lantern Slide Digitization 2018



Wisteria T. Enami



Chrysanthemum Exhibition T. Enami



Jay Veeder Hare 1878 - 1953

- Secretary / Treasurer Reading Railroad
- Member of PHS Executive Council in 1930s
- Illustrated Lectures of Gardens Around the World
- Italy, Japan, Spain, Switzerland, USA
- Commercial Photo Houses and His Own Photography
- 1900 Glass Lantern Slides, Many Hand-Colored



Trevose Horticultural Society

- Founded 1923 by JVH
- Community House completed by 1925, September shows held there
- “The object of the Society shall be the study and advancement of gardening, development of home grounds, and civic beautification. Any person interested in gardening and in civic improvement would be eligible for membership irrespective of his or her residence.”



Casa de Pilatos Seville, Spain

Lectures

- Lectures 1920s - 1942
- Newspaper announcements 1931 & ff
- Horticultural societies, Garden clubs, Civic clubs, Women's clubs, Men's Garden Club of the Pennsylvania Railroad
- Brooklyn Institute of Arts & Sciences

Jay V. Hare Lantern Slide Collection



J. Horace McFarland Co., Harrisburg, Pa.



T. Takagi Photo Co., Kobe, Japan



Jay V. Hare Lantern Slide Collection



South Carolina - Cypress Gardens



South Carolina - Cypress Gardens

Jay V. Hare Lantern Slide Collection



Pink Moccasin - J. V. Hare



Cinnamon Fern - Hare



Jay V. Hare Lantern Slide Collection



Japan - Straw Wrappings Protect Plants



Japan - Japanese Fence and Garden



Jay V. Hare Lantern Slide Collection



Japan - Chrysanthemums T. Takagi



Japan - Mount Fuji



Jay V. Hare Lantern Slide Collection



PHS T. Takagi (Photographic studio)



Swarthmore T. Takagi (Photographic studio)



Jay V. Hare Lantern Slide Collection



PHS T. Takagi (Photographic studio)



Swarthmore T. Takagi (Photographic studio)



Jay V. Hare Lantern Slide Collection



PHS T. Takagi (Photographic studio)



Swarthmore Futaba (Photographic studio)




Jay V. Hare Lantern Slide Collection



PHS T. Takagi (Photographic studio)



Swarthmore Futaba (Photographic studio)



We, the Undersigned, take this opportunity of expressing to all our Patrons our most hearty thanks for the many favours accorded us in the past, as employees of Messrs. Takagi Shokai Limited.

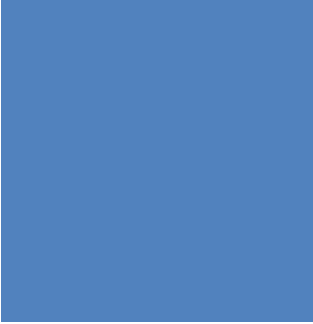
We now have pleasure in announcing that Messrs. Takagi's Retail Department and Photographic Studio at 42 Nishi-machi. Kobe have been entirely made over to us.

Business will be carried on in the same place as before, but under the new name of FUTABA SHOKAI (The Futaba Photographic Company).

We shall endeavour to maintain the high standard of efficiency and reliability which has always been the feature of this establishment.

We beg that our esteemed Customers will continue to favour us with their Patronage and kind consideration.

Kobe, March 4th, 1924.



The Futaba Photographic Company took over the Takagi Company in 1924

Jay V. Hare Lantern Slide Collection



SMI Rockweld Rock Garden 1929



J. Horace McFarland Co.



Overview

Contents

- Cambridge -- A. D. Club Clubhouse
- Chestnut Hill -- Roughwood
- Dedham -- Unidentified Garden in Dedham, Massachusetts, 1930
- Dedham -- Rockweld, 1930
 - Rockweld: Rock garden, 05/28/1929
 - Rockweld: Rock garden, 05/28/1929
 - Rockweld: Rock garden, 05/28/1929

Download Finding Aid

Archives of American Gardens

J. Horace McFarland company collection, 1899-1974

sg-ma072003



Digital Only

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[MA072: Dedham -- Rockweld](#)

MA072003: Rockweld: Rock garden



[Rockweld \[photoprint\]](#)



[Rockweld \[photoprint\]](#)

Date(s):

05/28/1929

Jay V. Hare Lantern Slide Collection



J. Horace McFarland Co. April 5, 1922



Azaleas, Middleton Place, Charleston, S.C.

CATALOGUE
Lantern Slides
and **Photographs**
of the
United States

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Pennsylvania Horticultural Society - Jay V. Hare Lantern Slide Collection

About This Collection

Jay Veeder Hare (1878 -1953) was born in Schodack, New York. He attended the Peirce School in Philadelphia and graduated from Temple University Law School. He began his long career with the Reading Company in 1897 as a junior clerk who rose through the ranks, retiring from the railroad in 1945 as secretary and treasurer of the Reading Company, parent company of the Reading Railway System. He wrote the first in-depth history of the Reading Company. He was an avid gardener and a founder of the Trevoise Horticultural Society in Trevoise, Pennsylvania, where he lived at Hareacres with his wife Jean (Weber) Hare and daughters Jean and Nancy. He was a member of the Pennsylvania Horticultural Society's executive council from 1929 to 1949. Mr. Hare gave many illustrated lectures on plants and gardens based on his extensive world travels. He obtained lantern slides from commercial photography houses such as Williams, Brown & Earle and



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Magnolia Plantation & Gardens
Charleston, South Carolina



Technical Specifications

Vendor provides 1200ppi, 48-bit TIFF and JPEG files on a portable hard drive we provided



Grateful thanks to PHS archivist Penny Baker

National Endowment for the Humanities



Links

- PHS McLean Library Digital Collections
- <https://pennhort.libguides.com/DigitalCollections>
- Library email: mcleanlibrary@pennhort.org
- Janet Evans email: jevans@pennhort.org



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