September 1999

Is FARMS a Commercial Entity?

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Booras of the FARMS Center for the Preservation of Ancient Religious Texts (CPART) applied multispectral imaging (MSI) to the task. Using a computer-controlled digital camera with a tunable filter, he was able to capture the otherwise invisible text (see fig. 3), which reads: "Picture of Brigham Young which hung in the old Historian Office for many years. Given to Susa Young Gates by Elder Joseph Fielding Smith & Pres. Lund when the Church Office was built in 1911, and the Historians Office was opened in that building—My favorite picture—Would like 5 or 6 copies[.]

Now we know the provenance of the photograph and also have an assessment of its value by one of Brigham Young's daughters. Born in 1856, Susa Young Gates was well acquainted with her father. Her statement on the back of the photograph indicates that of all the images of her father she collected, this one was her favorite. This kind of information is of great interest to historians and biographers, who use such clues in their research and writing to construct a clearer window on past events and personalities.

FARMS continues to apply multispectral imaging to ancient research (e.g., the Herculaneum project that will soon be in full operation—see the February 1999 issue of Insights). But CPART's recent use of MSI technology to assist with Holzapfel's photographic project points toward the potential that multispectral imaging has for unlocking the doors not only to old photographs but also to other 19th-century documents, such as diaries and letters, that at this time are unreadable.

Based on research by Richard Neitzel Holzapfel

**Membership notes**

**Is FARMS a Commercial Entity?**

Just over two years ago, FARMS began publishing books on its own rather than in partnership with other publishers. In part that decision was made in order to give FARMS more editorial control over its publications. We also wanted to try to reach a broader audience by marketing our books ourselves, in the hopes that focusing solely on distributing our own books might be a more effective way to reach more people than getting lost in the larger marketing efforts of a larger company (the jury is still out on that issue).

Naturally, these publishing and marketing efforts may make FARMS seem commercial, especially as we jockey with sophisticated book sellers to attract the attention of buyers. But at heart FARMS has not changed at all. Our goals and intentions remain the same. We are still a nonprofit educational and religious foundation whose main goals are to foster faithful research on ancient scripture and to share the results of that research with the world as widely and economically as possible. Attractive book covers and color catalogs do not change those purposes. FARMS is not a commercial publisher; it does not accept manuscripts outside its focus on the scriptures. Any revenues from the sale of our publications are used to support further research and additional publications—but in truth, few FARMS publications cover all of their costs (developmental, editorial, production, etc.) and the educational work of FARMS depends heavily on support from the donations and membership fees of faithful friends like you.