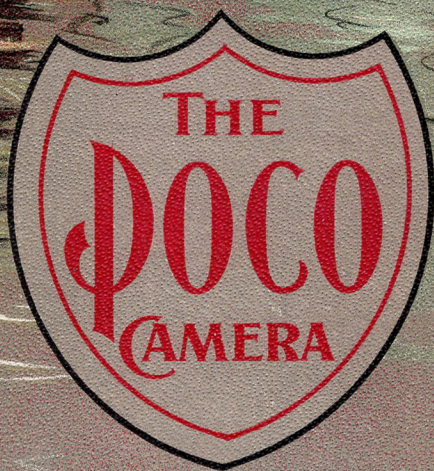




ROCHESTER CAMERA & SUPPLY CO.,

ROCHESTER, N.Y., U.S.A.



POCO CAMERAS



ROCHESTER CAMERA
& SUPPLY COMPANY

SUCCEEDED BY
ROCHESTER OPTICAL
& CAMERA COMPANY
Makers

ROCHESTER, NEW YORK

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POCO CAMERAS



THE opening of this catalogue represents the beginning of a new era in Photography. The title page is the threshold of greater achievements, of easier attainments, in this wonderful art-science, so indispensable to-day in every branch of commerce, art and literature.

Last year it seemed as though the skill and ingenuity of the photographic artisan had reached perfection, and his work was finished. This year, the miracle has been wrought of improving upon that which to all seemed perfect.

New ideas, suggested by the ever advancing knowledge of the art, have been crystalized and developed to the fullest extent of their value, making the Poco Camera still wider in its range, greater in its utility, more perfect in its appointments, for the work of amateur or professional, artist, traveler or scientist.

To be sure the Poco Camera has always represented the highest development of camera construction. Mechanical skill and scientific accuracy are combined in its makeup. The Poco is the camera which attains perfection in results by using the simplest methods. It is the camera without complications, the instrument that adapts itself to all photographic conditions with equal facility.

In photographic innovations and in the improvement of appliances for picture making our position as leading camera manufacturers is conceded.

Pocos possess well-rounded, ever available equipments which fit them for the use of every one. They are made in all styles and sizes, designed for pleasurable or profitable photography.

Recently we have made distinct advances in manufacture. Pocos for 1903 are characterized by greater simplicity of manipulation, broader capabilities in every branch of the photographic art.

We have introduced new features in many existing styles. We have designed and built new cameras. The Pocket Poco, which proved the most popular photographic instrument of the past year,

is now being made in three styles, each of which possesses distinct advantages—each of which will find favor in its own particular field.

While Poco Cameras have always been admirably equipped in the matter of lenses, the announcement that hereafter they may be fitted with the celebrated Ross lenses cannot but excite interest. Ross, Ltd., are recognized as leading manufacturers of photographic lenses of every character. The celebrated Ross lenses, and particularly the Homocentric lens—a product of unqualified merit—will be listed with Poco Cameras. The several styles of Homocentric lenses are described briefly on subsequent pages of this book. For those who are specially interested in lenses we have published a special catalogue on Ross lenses which will be sent free upon application.

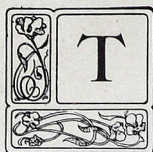
The reputation achieved by R. O. C., the Rochester Dry Plate, when used with Poco Cameras has led us to recommend this product for general use and to list it in connection with our instruments. This plate is a product designed to meet the average conditions that confront the amateur photographer. It possesses qualities of definition and speed which commend it to all operators.

Our experience during the past year has convinced us that it is unwise to sell Poco Cameras without lenses and shutters. We list a wide variety of leading lenses and shutters. Our plant is completely equipped for fitting the lens to the shutter or the lens and shutter to the camera. If we are to guarantee satisfactory work on the part of our cameras we are not willing to divide the responsibility. The justice of our position in this respect cannot but be realized.

In this catalogue the prices that are listed are net, except to regular dealers, and we recommend that the amateur desiring to purchase a camera take this book to his dealer and make a selection. In this way he will save both time and money. If it is not convenient to do this we will honor promptly his order if send directly to us.

Remittances should be made by draft on New York, post office order or registered letter.

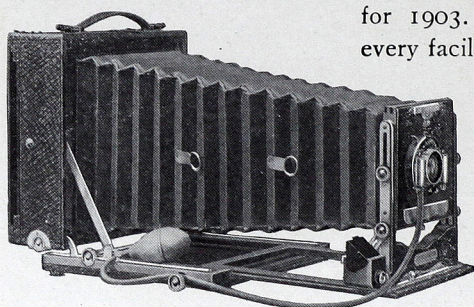
TELE-PHOTO CYCLE POCO B



HIS CAMERA, which is a creation of the present season, is a distinct departure in photographic design and construction. It possesses a wealth of exclusive features, which appeal to the professional, the semi-professional and the advanced amateur photographer.

All that knowledge, experience and practical testing have shown to be of value have been incorporated in the Tele-Photo Cycle Poco B

for 1903. It is a camera offering every facility to the operator for the



widest range of work. It combines with the utmost accuracy every adjustment calculated to facilitate the making of perfect pictures. Many individual features of special excellence characterize

Tele-Photo Cycle Poco B. In general its adjustments are operated in the most positive manner. While the scope of the work which this camera will do has been materially increased in the new pattern, its manipulation has been rendered simpler and easier.

Tele-Photo Cycle Poco B is a camera designed especially for particular photographers. By this we mean that it possesses adjustments which peculiarly fit it for the finer operations of the art. In construction the instrument is a distinct novelty in camera making, as will be seen upon examination.

In examining the camera these special features of construction are worthy of careful examination, the rack and pinion back and front extensions. Thus the back of the camera is made to slide up close to the front, allowing the use of lenses of the widest angle. By this operation the projecting bed of the camera is cut off from the

angle of view. The instrument has a swing back, operated by a locking pinion. The front may also be swung in a vertical plane. The camera easily adapts itself to photographing objects above or below its level, the front and back swing parallel to each other.

The camera has a reversible back, and in other particulars is equipped with everything that characterizes the highest embodiment of excellence. The Auto shutter and Planatograph lens, with which the Tele-Photo Cycle Poco B is equipped, are without limitations in the widest range of photographic work. A handsome, velvet lined, olive leather carrying case is supplied with the outfit. The camera is made in three sizes, 4 x 5, 5 x 7 and 6½ x 8½. Price includes camera, carrying case and one plate holder.

Detail of Equipment

Measurements—4 x 5, 6¾ x 6¾ x 3½,
draw 13¼ inches; 5 x 7, 8¾ x
8¾ x 3¾, draw 17½ inches; 6½ x
8½, 10¼ x 10¼ x 4, draw 21 inches

Camera Box—Mahogany, dovetailed
and finely polished

Back—Reversible, focusing panel and
ground glass

Covering—Seal grain leather

Metal Work—Brass and nickel

Bellows—Red Russia leather, lined

Bed—Double extension

Rack and Pinion—Back and front
extension

Front—Rising and swinging

Lens Board—Removable

Swing—Vertical, pinion and lock

Lens—Planatograph

Shutter—Auto, with bulb and hose
attachment

Finder—Brilliant, hooded

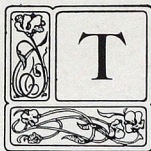
Level—Poco

Tripod Sockets—Two

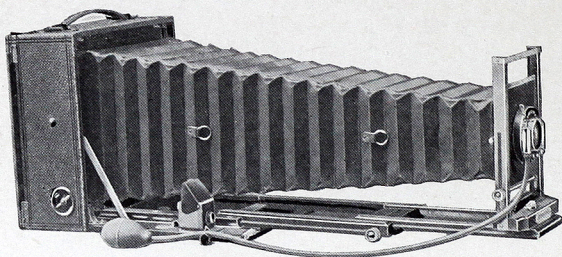
Case—Sole leather, velvet lined

	4 x 5	5 x 7	6½ x 8½
Camera complete, Auto Shutter and Planatograph Lens	\$36.00	\$46.00	\$ 60.00
With Ross Homocentric Lens, Ser. B, F:5.6, Nos. 3, 5 and 6	73.00	99.00	135.00
With Ross Homocentric Lens, Ser. C, F:6.3, Nos. 3, 5 and 6	61.00	88.00	117.00
With Ross Homocentric Lens, Ser. D, F:8, Nos. 3, 5 and 6	58.00	81.00	106.00
With Bausch & Lomb Plastigmat Lens, F:6.8, Nos. 2, 3 and 5	69.00	85.00	123.00
With Bausch & Lomb Zeiss Lens, Ser. VIIa, F:7, Nos. 3, 8 and 12	88.50	112.00	163.50
With Goerz Lens, Ser. III, F: 6.8, Nos. 1, 2 and 4	74.00	88.50	123.50
With Goerz Lens, Ser. III, F: 6.8, No. 3		99.50	
With Voigtlaender Collinear Lens, Ser. II, F:5.6, Nos. 3, 4 and 6	75.00	99.00	155.00
With Turner-Reich Lens, Ser. II, F:7.5, Nos. 1, 2 and 4	69.00	85.00	123.00
With Verastigmat Lens, F: 6.8, Nos. 1, 2 and 4	69.00	85.00	123.00
Wide Angle Lens, extra	7.00	8.00	12.00
Bausch & Lomb Zeiss Ser. V Wide Angle Lens, extra	22.50	22.50	28.00
Volute Shutter in place of Auto, extra,	10.00	12.00	15.00

TELE-PHOTO CYCLE POCO C



TELE-PHOTO CYCLE POCO C is pre-eminently the camera for artistic investigations, where great detail and definition are required. In schools, in biological laboratories, in surgery and other sciences and arts it is preferred on account of its unequalled attainments. Again, it has proved its worth in mechanical and commercial photography, for the camera of this style and design has become



indispensable in recording the progress made in ship-building, bridge construction and public works of all kinds. The camera has an unusually

long draw, accommodating readily lenses of any make. It has a bed of novel and exclusive design and construction, made in three sections and supplied with a double rack and pinion focusing attachment.

This bed is operated by a double rack and pinion, the first bed being racked out to its full length by one pinion. The other rack and pinion, as will be seen by reference to the accompanying illustration, racks the second bed to its full length. Tele-Photo Cycle Poco C has a rack and pinion rising and falling front for the regulation of sky and foreground. It is also fitted with a swing back of new design, which has found especial favor with all who possess the camera.

This swing back is operated by set screws outside of the instrument and can be adjusted at any angle instantly. The great focal length of the Tele-Photo Cycle Poco C opens the way for a wide variety of uses for the instrument, and many different effects may be produced by the several combinations of lenses. Indeed, with this camera any high grade lens may be used either separately or in combination most successfully.

The instrument is made in four sizes, 4 x 5, 5 x 7, 6½ x 8½ and 8 x 10. The outfit includes besides the camera one double Poco plate holder and a handsome olive leather carrying case.

Detail of Equipment

Measurements—4 x 5, 6 x 6 x 3¾,
draw 15 in.; 5 x 7, 8¾ x 8¾ x 3¾,
draw 21¾ in.; 6½ x 8½, 10 x 10 x
3⅞, draw 25¼ in.; 8 x 10, 11½ x
11½ x 4, draw 30½ in.

Camera Box—Mahogany, dovetailed
and finely polished

Back—Reversible, focusing panel and
ground glass

Covering—Seal grain leather

Metal Work—Brass and nickel

Bellows—Red Russia leather, lined

Bed—Triple extension

Rack and Pinion—Double

Front—Wood and metal, rising and
falling, pinion, screw clamp

Lens Board—Removable

Swing—Vertical

Lens—Planatograph

Shutter—Auto, with bulb and hose
attachment

Finder—Brilliant, hooded

Tripod Sockets—Two

Level—Poco

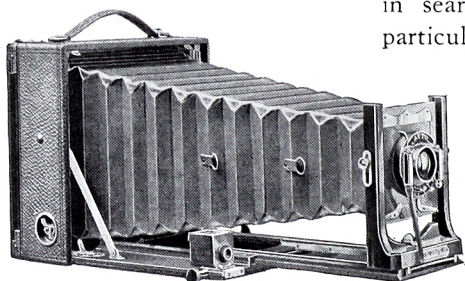
Case—Sole leather

	4 x 5	5 x 7	6½x8½	8 x 10
Camera complete, Auto Shutter and Planatograph Lens	\$32.00	\$ 40.00	\$ 52.00	\$ 65.00
With Ross Homocentric Lens, Series B, F:5.6, Nos. 3, 5, 6 and 7	70.00	94.00	129.00	176.00
With Ross Homocentric Lens, Series C, F:6.3, Nos. 3, 5, 6 and 7	58.00	83.00	111.00	143.00
With Ross Homocentric Lens, Series D, F:8, Nos. 3, 5, 6 and 7	55.00	76.00	100.00	128.50
With Bausch & Lomb Plagiot Lens, F:6.8, Nos. 2, 3, 5 and 6	66.00	80.00	117.00	142.00
With Bausch & Lomb Zeiss Lens, Series VIIa, F:7, Nos. 3, 8, 12 and 17	85.50	107.00	157.50	219.50
With Goerz Lens, Series III, F:6.8, Nos. 1, 2, 4 and 6	71.00	83.50	117.50	159.00
With Goerz Lens, Series III, F:6.8, No. 3		94.50		
With Voigtlaender Collinear Lens, Series II, F:5.6, Nos. 3, 4, 6 and 7	72.00	94.00	149.00	
With Turner-Reich Lens, Series II, F:7.5, Nos. 1, 2, 4 and 5	66.00	80.00	117.00	142.00
With Verastigmat Lens, F:6.8, Nos. 1, 2, 4 and 5	66.00	80.00	117.00	142.00
Wide Angle Lens, extra	7.00	8.00	12.00	16.00
With Bausch & Lomb Zeiss Series V, Wide Angle Lens, extra	22.50	22.50	28.00	35.00
Volute Shutter in place of Auto, extra	10.00	12.00	15.00	

TELE-PHOTO CYCLE POCO D



THE general design, solid construction, rigidity, practicability and ease of manipulation combined with superior adjustments and handsome finish have made this member of the Tele-Photo Cycle Poco series eminently popular. It is an instrument of general utility, adapted to a wide range of work. It is quite frequently preferred by explorers and scientists, who make extended journeys in search of information, where particular photographic records are necessary.



A single extension telescopic bed, constructed on an approved principle, operated by a single rack and pinion, is a noticeable feature of excellence.

This bed adds greatly to the rigidity of the camera in every position. The swing back, operated by two set screws at the side, is another prominent feature which has contributed to the remarkable success attained by this instrument. Other new and practical ideas and adjustments form a part of the equipment of Tele-Photo Cycle Poco D, which is to be recommended for its reliability and uniformly good qualities. Among them are to be mentioned the reversible back of an approved pattern, rising and falling front and removable lens board. The care in manufacture which is exercised to bring into perfect harmony all working parts of Pocos is especially noticeable in this instrument.

The equipment of this camera in the matter of lens and shutter is worthy of note. We furnish regularly the Planatograph lens and the Auto shutter. The Planatograph lens is a recent optical success, designed and perfected under our own special

supervision. It is well adapted to landscape, architectural and instantaneous work, and never fails to give satisfaction. The Auto shutter, as its name implies, is self-acting and self-setting. It not only combines the automatic feature, but the retarding device as well. Instantaneous exposures of from one one-hundredth part of a second and intervening fractions thereof to one second can be made, and time and bulb exposures of any desired duration. With the Tele-Photo Cycle Poco D we also list a number of combinations of lenses and shutters, which gives the operator a wide field from which to make a choice. This camera is made in three sizes, 4 x 5, 5 x 7 and 6½ x 8½. Price includes camera, carrying case, and one plate holder.

Detail of Equipment

Measurements—4 x 5, 6 x 6 x 3¼,
draw 11½ in.; 5 x 7, 8½ x 8½ x
3½, draw 16 in.; 6½ x 8½, 10 x
10 x 3¾, draw 17¾ in.

Camera Box—Mahogany, dovetailed
and finely polished

Back—Reversible, focusing panel and
ground glass

Covering—Seal grain leather

Metal Work—Brass and nickel

Bellows—Red Russia leather, lined

Bed—Double extension

Rack and Pinion—Single

Front—Wood, rising and falling

Lens Board—Removable

Swing—Vertical

Lens—Planatograph

Shutter—Auto, with bulb and hose
attachment

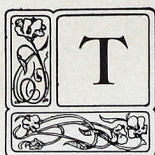
Finder—Level and finder combined

Tripod Socket—One

Case—Sole leather

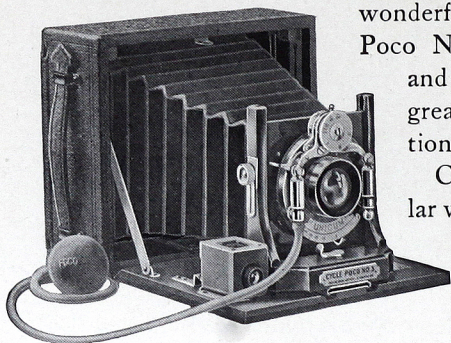
	4 x 5	5 x 7	6½ x 8½
Camera complete, Auto Shutter and Planatograph Lens	\$25.00	\$ 33.00	\$ 45.00
With Ross Homocentric Lens, Ser. B, F:5.6, Nos. 3, 5 and 6	64.00	89.00	123.00
With Ross Homocentric Lens, Ser. C, F:6.3, Nos. 3, 5 and 6	52.00	78.00	105.00
With Ross Homocentric Lens, Ser. D, F:8, Nos. 3, 5 and 6	49.00	71.00	94.00
With Bausch & Lomb Plagimat Lens, F: 6.8, Nos. 2, 3 and 5	60.00	75.00	111.00
With Bausch & Lomb Zeiss Lens, Ser. VIIa, F: 7, Nos. 3, 8 and 12	79.50	102.00	151.50
With Goerz Lens, Ser. III, F: 6.8, Nos. 1, 2 and 4	65.00	78.50	111.50
With Goerz Lens, Ser. III, F: 6.8, No. 3		89.50	
With Voigtlaender Collinear Lens, Ser. III, F:6.8, Nos. 2a, 3a and 5	55.00	77.00	108.50
With Turner-Reich Lens, Ser. II, F:7.5, Nos. 1, 2 and 4	60.00	75.00	111.00
With Verastigmat Lens, F: 6.8, Nos. 1, 2 and 4	60.00	75.00	111.00
Wide Angle Lens, extra	7.00	8.00	12.00
Bausch & Lomb Zeiss Ser. V Wide Angle Lens, extra	22.50	22.50	28.00
Volute Shutter in place of Auto, extra,	10.00	12.00	15.00

CYCLE POCO No. 3



THE popularity of the Cycle Poco series has been attested for more than a decade. These dainty cameras embody in the most practical form every requisite to the making of good negatives. The keynote of their success has been their compactness.

Every feature, every adjustment, every equipment calculated to increase their efficiency has been incorporated in these cameras with wonderful mechanical ingenuity. Cycle Poco No. 3 is built upon very strong and rigid lines, preserving to the greatest degree the qualities mentioned.



Cycle Poco No. 3 is very popular with beginners and is also widely and most satisfactorily used for vacation trips and journeys where a camera is apt to get hard service. It is equipped

with the well known Rapid Rectilinear lens and Unicum shutter. The lens is a double combination and of exceptional covering power. The shutter is thoroughly satisfactory in every particular. The camera is made in two sizes, 4 x 5 and 5 x 7.

Price includes Camera, Carrying Case and one Plate Holder,
Complete, 4 x 5, \$15.00; 5 x 7, \$20.00

Detail of Equipment

Measurements—4 x 5, 6 x 5½ x 2½,
draw 6 in.; 5 x 7, 8½ x 6½ x 2¾,
draw 8 in.

Camera Box—Mahogany, dovetailed
Back—Detachable, with focusing
panel and ground glass

Covering—Seal grain leather

Metal Work—Nickel and brass

Bellows—Red Russia leather, lined

Front—Rising and falling

Lens—Rapid Rectilinear

Shutter—Unicum, with bulb and hose
attachment

Finder—Poco finder and level combined

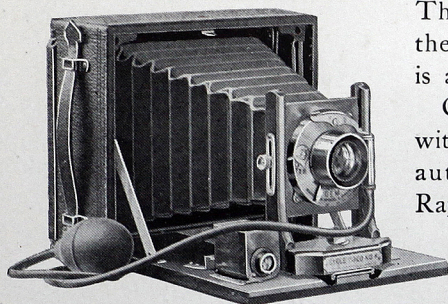
Tripod Sockets—Two

Case—Sole leather

CYCLE POCO No. 4



On the amateur Cycle Poco No. 4 offers another style of a satisfactory photographic instrument made in the most compact form. No feature that would contribute to the efficiency of the camera has been omitted. No useless parts are permitted. In design, construction and equipment Cycle Poco No. 4 is complete. It is recognized as an admirable instrument for picture taking.



This camera especially appeals to the schoolboy and schoolgirl and is adapted to their needs.

Cycle Poco No. 4 is equipped with the Gem shutter, which is automatic in action, and the Rapid Rectilinear lens. Among its noticeable features are the rising and falling front, combination view finder and level and

detachable back. The camera is a thoroughly reliable instrument.

The camera is made in two sizes, 4 x 5 and 5 x 7. A handsome carrying case, accommodating the camera and five plate holders in the 4 x 5 size, or the camera and four plate holders in the 5 x 7 size, is supplied with the outfit.

Price includes Camera, Carrying Case and one Plate Holder,
Complete, 4 x 5, \$11.00; 5 x 7, \$16.00

Detail of Equipment

Measurements—4 x 5, 6 x 5½ x 2½,
draw 6½ inches; 5 x 7, 8½ x
6½ x 3, draw 8 inches

Camera Box—Mahogany, dovetailed

Back—Detachable, with focusing
panel and ground glass

Covering—Seal grain leather

Metal Work—Nickel and brass

Bellows—Red Russia leather, lined

Front—Rising and falling

Lens—Rapid Rectilinear

Shutter—Gem, with bulb and hose
attachment

Finder—Poco finder and level combined

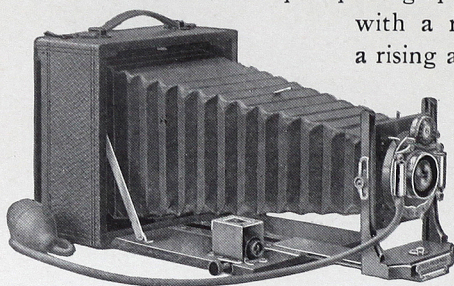
Tripod Sockets—Two

Case—Seal grain

CYCLE POCO No. 5



CYCLE POCO No. 5 embraces features of a more pretentious nature than are to be found in the members of the Cycle Poco series already described. Its length of draw and superior equipment of lens and shutter make the camera capable of a very wide range of photographic work. It is correspondingly popular, especially with advanced and expert photographers. The camera is equipped with a reversible back and has besides a rising and falling front and a rack and pinion focusing attachment. Cycle Poco No. 5 is fitted with the Wollensak Automatic shutter and Rapid Rectilinear lens. This shutter is not only automatic in action, but is fitted with a retarding device as well. The advantages of its use will be appreciated.



The camera is made in three sizes, $3\frac{1}{4} \times 4\frac{1}{4}$, 4×5 and 5×7 . A carrying case of olive brown leather is supplied, accommodating the camera and extra plate holders.

Price includes Camera, Carrying Case and one Plate Holder,
Complete, $3\frac{1}{4} \times 4\frac{1}{4}$, \$20.00; 4×5 , \$20.00; 5×7 , \$27.00

Detail of Equipment

Measurements— $3\frac{1}{4} \times 4\frac{1}{4}$, $2\frac{1}{4} \times 5\frac{1}{2} \times 4\frac{1}{4}$, draw $6\frac{1}{2}$ in.; 4×5 , $6 \times 6 \times 3$, draw $11\frac{1}{2}$ in.; 5×7 , $8\frac{1}{2} \times 8\frac{1}{2} \times 3\frac{1}{8}$, draw $15\frac{1}{4}$ in.

Camera Box—Mahogany, dovetailed and piano hinge

Back—Reversible, with focusing panel and ground glass

Covering—Seal grain leather

Metal Work—Brass and nickel

Bellows—Red Russia leather, lined

Bed—Double extension

Rack and Pinion—Single

Front—Rising and falling

Lens—Rapid Rectilinear

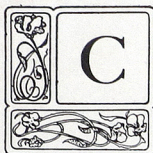
Shutter—Wollensak Automatic, with bulb and hose attachment

Finder—Poco finder and level combined

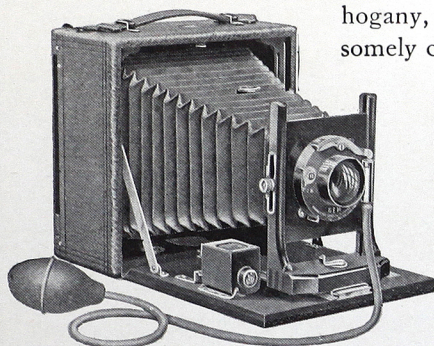
Tripod Socket—One

Case—Sole leather

CYCLE POCO No. 6



CYCLE POCO No. 6 is the latest member of the Cycle Poco series and is a photographic creation introduced this year. In general design and construction it follows closely the lines which have made the Cycle Poco series so very popular. In this camera the greatest refinement of detail in equipment is combined with the utmost care in manufacture. The camera is made of the best mahogany, with piano hinge, and is handsomely covered; has a rising and falling



front and reversible back; combination view finder and level, the metal parts being finished in nickel and brass. The Gem automatic shutter and Rapid Rectilinear lens complete the equipment.

This camera is made in two sizes, 4 x 5 and 5 x 7. A carrying case of olive brown leather is supplied, accommodating the camera and extra plate holders.

Price includes Camera, Carrying Case and one Plate Holder,
Complete, 4 x 5, \$12.50; 5 x 7, \$18.00

Detail of Equipment

Measurements—4 x 5, 6 x 6 x 2½,
draw 7 inches; 5 x 7, 8 x 8 x 3,
draw 9½ inches

Camera Box—Mahogany, dovetailed,
piano hinge

Back—Reversible, with focusing
panel and ground glass

Covering—Seal grain leather

Metal Work—Nickel and brass

Bellows—Red Russia leather, lined

Front—Rising and falling

Lens—Rapid Rectilinear

Shutter—Gem, with bulb and hose
attachment

Finder—Poco finder and level com-
bined

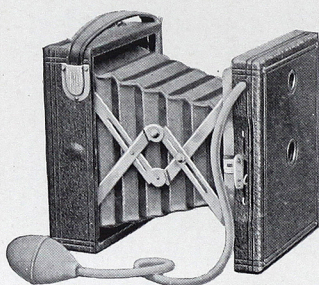
Tripod Socket—One

Case—Seal grain

POCKET POCO A



POCKET POCO A embodies all the essentials of the larger Pocos. It is a dainty little instrument, equipped to meet the requirements of the beginner, and available for picture taking under all conditions. It is made in the $3\frac{1}{4} \times 4\frac{1}{4}$ size, and the pictures are just the size for lantern slides and enlargements. When closed, it readily fits in the coat pocket, and its weight is not appreciable.



As will be seen from the illustration, Pocket Poco A is collapsible. Its patented self-locking sidearms permit the instrument to be instantly opened for the purpose of making exposures, and immediately closed after the picture has been taken. Pocket Poco A has a self-setting shutter for time, instantaneous or bulb exposures. The shutter is equipped with a diaphragm having two stops.

The camera is fitted with a Bausch & Lomb Achromatic Lens of universal focus. This lens has wonderful depth and definition, covering the plate completely. The camera box is covered with the best seal grain leather, and the woodwork inside is highly polished. Pocket Poco A has a reversible view finder and two tripod sockets. With each instrument are furnished a single plate holder and a bulb and hose attachment.

Price includes Camera and one single Plate Holder,
Complete, $3\frac{1}{4} \times 4\frac{1}{4}$, \$6.00

Detail of Equipment

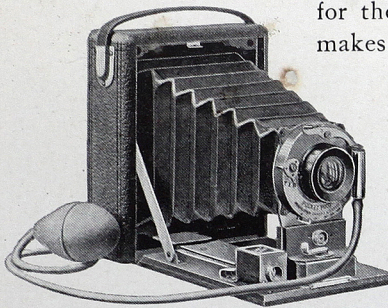
Camera Box—Cherry
Back—Removable
Covering—Seal Grain leather
Metal Work—Nickel and black

Bellows—Red Russia leather
Lens—Single Achromatic
Shutter—Automatic
Finder—Ground glass, reversible

POCKET POCO B



POCKET POCO B embodies in the most compact form the requisites for the making of perfect pictures. It is the pocket camera in which nothing has been sacrificed. Adapted to the use of plates or cut films, it has a ground glass for focusing. The size of the Pocket Poco makes it a most convenient instrument for universal use. Its simplicity makes it the surest camera



for the beginner. Its perfect equipment makes it the ideal instrument for the expert to use in every branch of photographic work. The Pocket Poco is a miniature of the larger Pocos. It is equipped with a Rapid Rectilinear lens of double combinations, Gem shutter working at adjustable speed, and an adequate bellows for all kinds of

work; a full-size ground glass for accurate focusing; a perfect finder for snap shot work; actuated spring back for the use of plates or cut films. The dimensions of the Pocket Poco make it a real pocket camera. Its equipment makes it a perfect hand camera. It is made in two sizes, $3\frac{1}{4} \times 4\frac{1}{4}$ and 4×5 .

Price includes Camera and one Single Plate Holder,
Complete, $3\frac{1}{4} \times 4\frac{1}{4}$, \$9.00; 4×5 , \$10.50

Detail of Equipment

Measurements— $3\frac{1}{4} \times 4\frac{1}{4}$, $5\frac{1}{4} \times 4 \times 1\frac{7}{8}$, draw $5\frac{3}{4}$ in.; 4×5 , $6 \times 4\frac{3}{4} \times 1\frac{7}{8}$, draw $6\frac{3}{4}$ in.

Camera Box—Mahogany, dovetailed

Back—Spring actuated with focusing panel and ground glass

Covering—Seal grain leather

Metal Work—Nickel and brass

Bellows—Red Russia leather, lined

Front—Metal, sliding

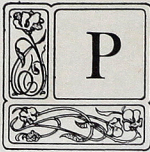
Lens—Rapid Rectilinear

Shutter—Gem, with bulb and hose attachment

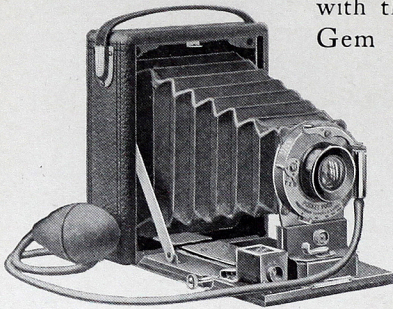
Tripod Sockets—Two

Finder—Brilliant

POCKET POCO C



POCKET POCO C is the latest model of the Pocket Poco series, and is characterized by a greater wealth of equipment than the other styles. Last year we brought to the attention of the public the Pocket Poco B, the smallest complete camera. This year we announce the Pocket Poco C, the most perfect pocket camera. Capable of the widest range of picture taking, it is equipped with the Rapid Rectilinear Lens and the Gem Shutter. Besides the detail of



equipment mentioned in connection with the Pocket Poco B, Pocket Poco C has a rack and pinion focusing attachment, piano hinge on bed, improved carrying handle, and a greater length of bellows. Pocket Poco C is furnished with a double plate holder.

It is not only the perfect plate pocket camera, but with the proper adapter and the new Film Pack, it becomes a daylight loading film camera carrying twelve exposures. Thus it will be seen that Pocket Poco C covers the whole range of pocket photography most admirably. This camera is made only in $3\frac{1}{4} \times 4\frac{1}{4}$ size.

Price includes Camera, and one Plate Holder, \$12.00

Detail of Equipment

Measurements— $2 \times 4 \times 5\frac{1}{4}$; draw $7\frac{1}{4}$ in.

Camera Box—Mahogany, dovetailed, piano hinge

Back—Focusing panel and ground glass
Covering—Seal grain leather

Metal Work—Nickel and brass

Bellows—Red Russia leather, lined

Rack and Pinion—Single, with locking device

Front—Metal, sliding

Lens—Rapid Rectilinear

Shutter—Gem, with bulb and hose attachment

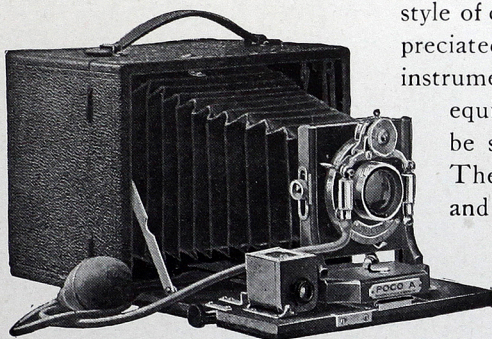
Tripod Sockets—Two

Finder—Brilliant

FOLDING POCO A



FOLDING POCO A, typifying an entirely different style of camera construction, presents commendable features not to be found in the more compact cameras. Among other things, it provides for the carrying of extra plate holders in the back of the camera proper. It is at once a very solid and substantial, as well as satisfactory photographic instrument. The distinct advantages of this



style of camera are thoroughly appreciated by all who have used the instrument. In the matter of equipment it will be found to be superior in every respect. The Rapid Rectilinear lens and Unicum shutter admit of a wide variety of work. It has a double swing back as well as a rising and falling front. This

most popular camera is made in two sizes, 4 x 5 and 5 x 7.

**Price includes Camera and one Plate Holder,
Complete, 4 x 5, \$11.00; 5 x 7, \$15.00.**

NOTE.—This camera is furnished with Stereo equipment in 5 x 7 size.

With Unique Stereo Shutter and R. R. Lenses, - - \$32.00

With B. & L. Stereo Diaphragm Shutter and R. R. Lenses, 42.00

Detail of Equipment

Measurements—4 x 5, 7 x 5 x 6¾,
draw 9 inches; 5 x 7, 9½ x 5 x 7,
draw 11 inches

Camera Box—Mahogany, dovetailed

Back—Panel for focusing, with
ground glass

Covering Seal grain leather

Metal Work—Brass and nickel

Bellows—Red Russia leather, lined

Rack and Pinion—Single

Front—Rising and falling and double
sliding

Lens Board Removable

Swing—Double vertical and horizontal

Lens—Rapid Rectilinear

Shutter—Unicum, with bulb and hose
attachment

Tripod Sockets—Two

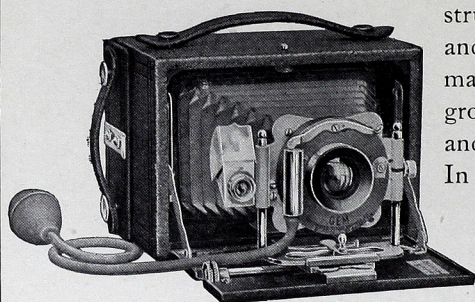
Finder—Poco finder and level com-
bined

SNAPPA CAMERA



THE SNAPPA is a camera designed for the use of advanced amateur and professional photographers, who wish a photographic instrument for occasional trips into the country, vacations, or extended journeys.

A magazine instrument carrying twelve plates or twenty-four cut films, which are automatically presented for exposure by a motion of the hand.



Snappa is a folding camera, constructed of mahogany, aluminum and sheet steel. The camera is made in two styles; one with ground glass in rear for focusing, and one without this attachment.

In ordering please specify which style you desire. Price includes camera and 12 plate holders, or 24 film holders.

Detail of Equipment

Measurements— $5\frac{3}{4} \times 4 \times 3\frac{1}{2}$
 Draw— $5\frac{1}{2}$ inches
 Stop—Automatic
 Camera Box—Mahogany and Aluminum
 Finish—Nickel
 Covering—Seal grain leather
 Metal Work—Nickel and Brass

Bellows—Red Russia leather, lined
 Rack and Pinion—Single
 Front—Rising and falling, also sliding
 Lens—Rapid Rectilinear
 Shutter—Gem, with bulb and hose attachment
 Finder—Brilliant, hooded
 Tripod Sockets—Two

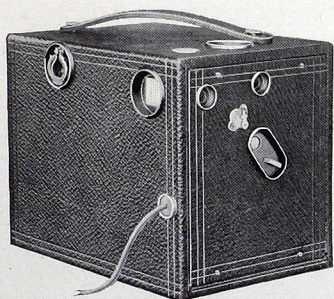
	Plain Back $3\frac{3}{4} \times 4\frac{1}{4}$	Ground Glass Back $3\frac{3}{4} \times 4\frac{1}{4}$
Camera complete, Gem Shutter and R. R. Lens . . .	\$12.00	\$15.00
With Ross Homocentric Lens, Series C, F:6.3, No. 1 . . .	39.00	41.00
With Ross Homocentric Lens, Series D, F:8, No. 1 . . .	35.50	37.50
With Bausch & Lomb Plagiotat Lens, F:6.8, No. 1 . . .	44.00	46.00
With Bausch & Lomb Zeiss Lens, Series VIIa, F:7, No. 2 . . .	64.50	66.50
With Goerz Double Anastigmat Lens, Series III, F:6.8, No. 0 . . .	47.50	49.50
With Voigtlaender Collinear Lens, Series III, F:6.8, No. 2 . . .	42.50	44.50
With Verastigmat Lens, F:6.8, No. 0 . . .	44.00	46.00

NOTE—When any lens but the R. R. is used we recommend the Auto Shutter in place of the Gem, which is furnished at an additional cost of \$7.00.

MAGAZINE CYCLONE



THIS is the most complete and reliable fixed focus magazine camera ever produced. Among its exclusive features are to be mentioned: Detachable bulb release, automatic register, aluminum plate holders, diaphragms, automatic shutter and unloading attachment. The Cyclone shutter is always set. This means no levers to pull or buttons to push.



By merely pressing the bulb the exposure is made and the shutter resets itself automatically. By a simple and ingenious device this bulb can be detached to permit operating the shutter by the finger release. A set of diaphragms has been added, permitting three different openings of the shutter. The magazine is stationary, being attached to the inside of the camera, holding the twelve

plates firmly and securely. It is loaded through the hinged door at the rear and unloaded from the hinged door at the bottom.

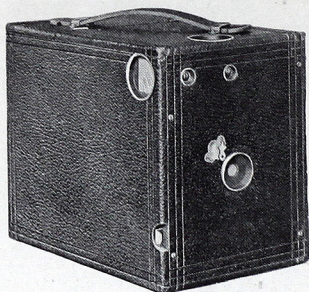
The Cyclone Magazine Camera means "Twelve pictures in twelve seconds." You press the bulb to expose the plate and turn a key to place the next in position. That is all. Without exception the Cyclone Magazine is the simplest and easiest camera to operate ever before produced. This is a very important part to be considered when buying a camera, for the more adjustments, levers or buttons you have to handle, the more complicated your instrument. The lenses used are of the single achromatic variety—combination meniscus—consisting of a positive crown glass lens, combined with a negative flint glass lens, corrected for actinic light. The camera is made in two sizes, $3\frac{1}{4} \times 4\frac{1}{4}$ and 4×5 .

Price—No. 4, $3\frac{1}{4} \times 4\frac{1}{4}$, \$8.00; No. 5, 4×5 , \$10.00

CYCLONE CAMERAS



BESIDES the Cyclone Magazine, we make three other styles of Cyclone Cameras, adapted especially to the use of beginners. Cyclone Primer is the most compact and dainty little instrument conceivable. It takes a picture $2\frac{1}{2} \times 2\frac{1}{2}$ and is without complicated mechanism of any nature. It is a satisfactory camera for the novice, and in the results to be obtained compares favorably with the pictures taken by larger instruments.



The Cyclone Junior is small, neat and compact; takes pictures $3\frac{1}{2} \times 3\frac{1}{2}$ inches; will produce portraits, landscapes, or interiors. It will carry three double plate-holders with a capacity of six dry plates. Any quantity of extra holders can be supplied, so that a large number of pictures can be made without reloading. Each camera is provided

with a finder for snap-shot work; has an achromatic lens of wonderful depth and definition, and our automatic time and instantaneous shutter. A tripod socket is provided, so that it can be used for hand or tripod work, as desired.

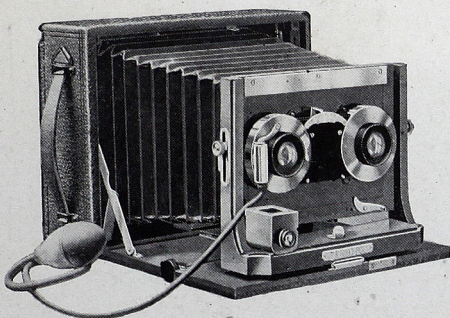
The popularity of the Cyclone Sr. is sufficient evidence of its merits. It takes pictures full 4×5 inches; has our automatic shutter for time and snap-shot exposures, one button answering for both purposes. It is fitted with two large view finders and two tripod sockets. The magnificent work of this camera is due to its superior lens. It is universal in focus, being an achromatic combination meniscus. It works sharp to the corners of the plate, at all distances from ten feet out, no focusing attachment being necessary. The camera is compact and light.

Price—Cyclone Primer, \$2.50; Cyclone Junior, \$3.50;
Cyclone Senior, \$4.00

THE STEREO POCO



STEREOSCOPIC photography may be made not only a source of pleasure but of profit. The real object in the stereo photograph is to produce what is called "binocular vision." In other words, the Stereo Poco will make pictures which, when mounted and viewed through a stereoscope, give to the observer the same realistic view of the object that the two eyes of a person see in



nature. The Stereo Poco, which we list, follows closely the Cycle Poco series in construction and adjustments. The Stereo Poco is easily the leading stereo camera of the world. It is equipped with the Unique Stereo Shutter. The shutter resembles in action the

Gem. The blades of both shutters work in perfect harmony with each other, giving an equal exposure and illumination.

An olive sole leather carrying case, accommodating the camera in one end and extra plate holders in the other, is supplied with this outfit.

Price includes Camera, Carrying Case, and one Plate Holder,
5 x 7, \$33.00

Detail of Equipment

Camera Box—Mahogany, highly polished

Back—Detachable, with focusing panel and ground glass

Covering—Seal grain leather

Metal Work—Brass and nickel

Bellows—Red Russia leather, lined

Rack and Pinion—Single

Front—Rising and falling

Lens Board—Removable

Lens—Matched Rapid Rectilinear

Shutter—Unique, with bulb and hose attachment

Finder—Poco finder and level combined

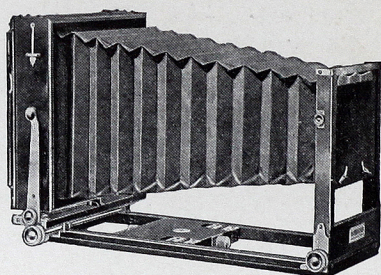
Tripod Socket—One

Case—Sole leather

ROCHESTER VIEW CAMERA



THIS instrument is especially popular with those advanced amateurs who desire to do copying and enlarging as well as view work. It is also widely used by professionals and in scientific photography. Compactness of design and simplicity of operation are the chief features embodied in the construction of the Rochester View Camera. The instrument is made throughout of carefully selected



mahogany and highly polished brass. It has a double swing, and up to and including the 11 x 14 size, has both front and rear focus.

It has, besides, a reversible back and rising and falling front and both horizontal and vertical swings from the center. The camera has a detachable bed in the rear and a rack and pinion focusing movement both at the front and rear.

It has a unique locking device, which prevents the back from being racked off the bed. The rigidity of the camera is increased by a full brass bottom plate and by the fact that the corners are brass bound. Without doubt the Rochester View is the cheapest good-view camera on the market. Not only is its focal capacity adequate to the needs, but the weight of the camera is slight when its capabilities are considered.

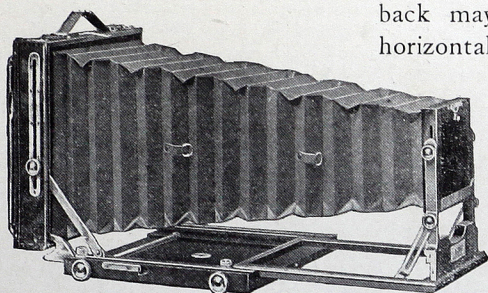
Price includes canvas carrying case and one plate holder.

Size of View	Focal Capacity	Weight of Camera	Price
5 x 7	16 1/2 inches	4 1/2 pounds	\$19.00
6 1/2 x 8 1/2	17 1/4 "	5 1/2 "	20.00
8 x 10	20 "	7 "	23.00
11 x 14	22 1/2 "	10 "	34.00
Other sizes to order			

THE KING VIEW CAMERA



THE KING VIEW CAMERA is a thoroughly satisfactory instrument for the purpose of serious photography. It is peculiarly adapted by its nature to copying and enlarging, and for view, scientific and commercial purposes. It is made throughout of the very best mahogany and brass, and in construction is perfect to its smallest detail. It has a double swing back and front. The



back may be swung in either a horizontal or vertical direction, the front in a vertical plane.

The back of the camera may be racked close to the front for the use of wide angle lenses. A lens of very short focus may be used.

The camera box is square, the back being reversible, so that when a view is wanted either horizontally or vertically on the plate, the change may be effected by simply reversing the back instead of the entire camera. The focus when once determined is not affected by this change. The camera has two fine rack and pinion focusing movements, one at the front and the other at the rear. The ease with which the focus may be determined is a characteristic of the camera.

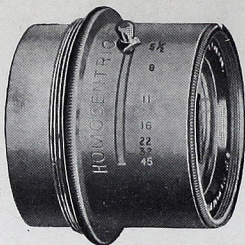
The price of the King includes one holder and canvas case. The case is strongly built and large enough to accommodate a tripod as well as the camera and plate holders.

Size of View	Focal Capacity	Weight of Camera	Price
5 x 7	17 inches	4 pounds	\$34.00
6 1/2 x 8 1/2	21 "	5 "	38.00
8 x 10	24 3/4 "	5 3/4 "	43.00
11 x 14	33 1/4 "	11 1/4 "	52.00

ACCESSORIES

THE HOMOCENTRIC LENS

The Homocentric lens is the latest product of Ross, Ltd., and has been perfected after a series of experiments stretching through many years. It involves new principles in optics and is specially corrected for the errors that have always been known to exist in anastigmats. As its name implies, the Homocentric lens signifies the lens of ideal definition, the lens through which all the rays of light from any point of an object are converged again in one point in the image.



The new Homocentric lens possesses this definition to a degree unattained, and hence the name given to the lens. In construction the Homocentric is symmetrical; of four single meniscus lenses, with sufficient space for between-lens shutters. Homocentric lenses are absolutely free from spherical zones and have not the slightest variation in focus whether large or small diaphragms are used.

The Homocentric lens is made in series of different relative apertures to suit various purposes, as follows :

Series B, aperture F: 5.6, for hand camera work, extremely rapid exposures, in the studio or out of doors, such as portraits, groups, instantaneous pictures and cinematograph and lantern projection.

Series C, aperture F: 6.3, specially recommended for hand cameras, instantaneous views and groups, and all work requiring quick exposure. Though not so rapid as Series B, a large angle of view is embraced when required.

Series D, aperture F: 8, for ordinary hand camera work, landscapes, groups, interiors and copying. With a medium size stop, lenses of this series may be used for wide angles and uniform covering obtained.

SERIES B. F: 5.6

No.	Equivalent Focus	Plate Covered—Full Aperture	Price with Iris Diaphragm
1	5 inches	3 1/4 x 4 1/4	\$ 36.50
3	6 "	4 x 5	44.00
5	8 1/2 "	5 x 7 1/2	62.00
6	10 "	6 1/2 x 8 1/2	87.00
7	12 "	8 x 10	124.00

SERIES C. F: 6.3

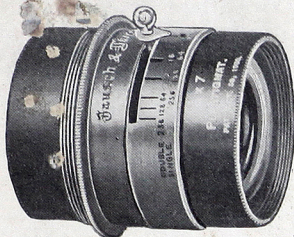
No.	Equivalent Focus	Plate Covered—Full Aperture	Price with Iris Diaphragm
1	5 in.	3 1/4 x 4 1/4	\$29.00
3	6 "	4 x 5	32.00
5	8 1/2 "	5 x 7 1/2	51.00
6	10 "	6 1/2 x 8 1/2	69.00
7	12 "	8 x 10	91.00

SERIES D. F: 8

No.	Equivalent Focus	Plate Covered—Large Stop	Price with Iris Setting
1	5 in.	3 1/4 x 4 1/4	\$25.50
3	6 "	4 x 5	29.00
5	8 1/2 "	5 x 7 1/2	44.00
6	10 "	6 1/2 x 8 1/2	58.00
7	12 "	8 x 10	76.50

PLASTIGMAT LENS F: 6.8

This lens is a recent creation of leading makers and is especially recommended for hand camera work. The Plastigmat excels in speed. It has excellent



covering power and good anastigmatic correction, besides being a lens of great brilliancy. In construction it is compact and adapted to the various shutters used between lens combinations. The two combinations of this lens are similar, being composed of four single lenses. The plate is perfectly covered at the full opening of the lens working at F: 6.8. The separate systems possess anastigmatic and spherical corrections of the highest order.

No.	Size of Plate	Equivalent Focus	Diameter	Price
1	3 1/4 x 4 1/4	5 1/4 inches	1 3/8 inches	\$34.00
2	4 x 5	6 1/4 "	1 7/8 "	40.00
3	5 x 7	7 1/2 "	1 "	48.00
4	5 x 8	9 1/4 "	1 3/8 "	55.00
5	6 1/2 x 8 1/4	11 "	1 5/8 "	75.00
6	8 x 10	13 "	1 7/8 "	90.00

B. & L. ZEISS CONVERTIBLE ANASTIGMAT, Ser. VIIA

For use in hand cameras this lens is especially recommended, excelling not only in optical qualities, but in its adaptability with the limited space allowed in these instruments for a lens.

Convertible Anastigmats are doublet lenses. They are made up of eight elementary lenses, arranged in pairs, two pairs in each system. The covering and defining power of this lens is faultless. This lens is convertible into three lenses of different foci and angle where the two single anastigmats are of different foci, or into two lenses of different foci and angle where the two single anastigmats are of the same foci. Either the front or back combination may be used alone as well as in combinations together, thereby giving the three lenses of different foci.

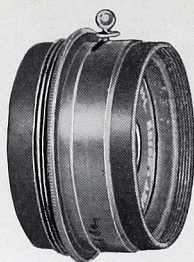


No.	Size of Plate Covered with Full Aperture	Focus of Front Lens	Focus of Back Lens	Combined Focus	Speed	Price.
3	4 x 5 in.	11 1/2 in.	7 1/4 in.	5 in.	F: 7.7	\$ 59.50
5	4 1/2 x 6 1/2 in.	11 1/2 in.	9 in.	5 3/4 in.	F: 7	63.00
8	5 x 7 1/2 in.	14 in.	11 1/2 in.	7 in.	F: 7	75.00
9	5 x 8 1/2 in.	16 1/2 in.	11 1/2 in.	7 1/2 in.	F: 7.7	87.50
11	6 1/2 x 8 1/2 in.	16 1/2 in.	14 in.	8 1/2 in.	F: 7	94.50
12	6 1/2 x 8 1/2 in.	19 1/4 in.	14 in.	9 1/4 in.	F: 7.7	115.50
17	8 x 10 in.	23 1/2 in.	19 1/4 in.	12 in.	F: 7	167.50

ZEISS ANASTIGMAT—Series V, 1.18

The lenses of this series are designed for extreme wide angle work. They have a very great speed and covering power and an effective angle which equals or exceeds any other wide angle lens. In construction they are very compact. The field of this lens embraces 110 degrees.

No.	Size of Plate covered with Stop F: 36	Diag. of Largest Plate cover with	Free Diameter of Largest Lens	Equivalent Focus	Price
		Sym. Stop 104° 110°			
1	4 1/4 x 6 1/2 in.	8 11/16 in.	3 9/32 in.	3 3/8 in.	\$22.50
2	5 x 7 in.	11 in.	5/8 in.	4 3/8 in.	22.50
3	6 1/2 x 8 1/2 in.	14 3/16 in.	1/2 in.	5 9/16 in.	28.00
4	8 x 10 in.	15 3/4 in.	9/16 in.	7 1/8 in.	35.00



ROCHESTER SYMMETRICAL

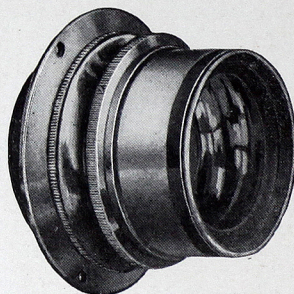
We also list the Rochester Symmetrical Wide Angle Lens which has an angle of from 80 to 90 degrees.

No.	Size	Focus	Price
1	4 x 5	3 1/2 in.	\$10.00
2	5 x 7	5 in.	12.00
3	6 1/2 x 8 1/2	6 1/2 in.	15.00
4	8 x 10	8 in.	18.00

COLLINEAR DOUBLE ANASTIGMAT—Series II

The Collinear Lens is a new form of lens, made of Jena glass, and consists of two symmetrical anastigmat combinations, each of which is made up of three lenses. The sharpness of the image yielded by the Collinear lens is remarkable.

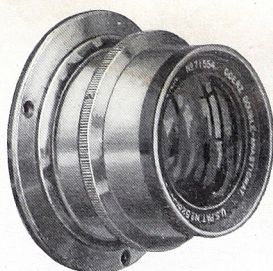
The sizes given in the list are by no means the largest plate covered, but are chosen with regard to the proportions and appearance of the photograph. In this lens the back combination may be used separately, and possesses double the focal length of the lens when used as a compound. Sizes 5 x 7 and under work at an aperture of F: 5.6; sizes 6 1/2 x 8 1/2 to 8 x 10 inclusive, at F: 6.3.



No.	Equivalent Focus	Size of Plate Sharply Covered			Price with Iris Diaphragm
		F: 5.6	F: 8	F: 32	
1	3 1/2 in.	3 1/2 x 3 1/2 in.	3 x 4 in.	3 1/4 x 4 1/4 in.	\$35.00
2	4 3/4 in.	3 1/4 x 4 1/4 in.	4 1/2 x 6 1/2 in.	5 x 7 in.	40.00
3	5 5/8 in.	4 1/4 x 6 1/2 in.	5 x 7 in.	6 1/2 x 8 1/2 in.	45.00
4	7 7/8 in.	5 x 7 in.	6 1/2 x 8 1/2 in.	8 x 10 in.	60.00
5	9 7/8 in.	6 x 8 in.	6 1/2 x 8 1/2 in.	9 x 11 in.	77.50
6	11 1/2 in.	6 1/2 x 8 1/2 in.	8 x 10 in.	10 x 12 in.	105.00
7	14 1/2 in.	8 x 10 in.	10 x 12 in.	12 x 15 in.	140.00

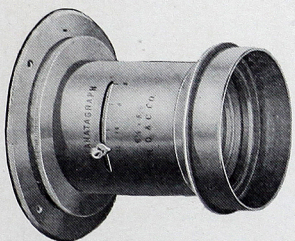
GOERZ DOUBLE ANASTIGMAT F: 6.8—Series III

Goerz lenses are universal in character. At full aperture they admit of instantaneous photographs embracing an angle of seventy degrees, even on dull days. By the use of small stops a photograph may be made including an angle of ninety degrees. As the image is perfectly sharp, even at large apertures, the definition, brilliancy, and depth of every point of the field is absolutely uniform, hence perfectly sharp wide-angle, instantaneous photographs may be taken. The back lens, the focus of which is about double that of the entire objective, may, by itself, be used as a landscape lens. Goerz Lenses are particularly adapted for hand cameras, and are well suited to our tele-photo instruments, as both combinations can be used for general work, while one combination alone may be used on distant objects.



No.	Equivalent Focus	Free Aperture	Size of Plate Sharply Covered at			Price with Iris Diaphragm
			F: 6.8	F: 15.5	F: 6.2	
0	4 3/4 in.	5/8 in.	3 1/4 x 4 1/4 in.	4 x 5 in.	4 3/4 x 6 1/2 in.	\$ 37.50
1	6 in.	7/8 in.	4 x 5 in.	4 3/4 x 6 1/2 in.	5 x 8 in.	45.00
2	7 in.	1 in.	4 3/4 x 6 1/2 in.	5 x 8 in.	7 x 9 in.	51.50
3	8 1/4 in.	1 1/4 in.	5 x 8 in.	6 1/2 x 8 1/2 in.	8 x 10 in.	62.50
4	9 1/2 in.	1 5/8 in.	6 1/2 x 8 1/2 in.	7 x 9 in.	10 x 12 in.	75.50
6	12 in.	1 5/8 in.	8 x 10 in.	10 x 12 in.	16 x 18 in.	107.00

PLANATOGRAPH LENS



This lens was designed and perfected by us and forms a part of the regular equipment for many of our cameras. It is especially suitable for portraits, groups, architecture, landscapes and instantaneous work. The Planatograph is a lens of the double symmetrical type. The back combination used alone increases the image on the ground glass to twice the size obtained when the combinations are used together. We also make the Rochester Symmetrical Lens resembling generally the Planatograph, but listed \$2.00 lower in each size.

Size	Diameter of Lens	Equivalent Focus	Back Focus	Price
3 1/4 x 4 1/4	1 in.	6 in.		\$12.00
4 x 5	1 in.	6 1/4 in.	5 3/4 in.	12.00
5 x 7	1 1/8 in.	8 in.	7 1/4 in.	14.00
6 1/2 x 8 1/2	1 1/2 in.	11 in.	9 3/4 in.	17.00
8 x 10	1 3/4 in.	13 in.	11 1/2 in.	20.00

TURNER-REICH ANASTIGMAT LENS, Series II, F:7.5

This anastigmat has an excellent record. The complete correction of astigmatism, flatness of field, remarkable defining power, great depth of focus, brilliancy and uniformity of illumination, the proper relation of focal length to size of plate—these are the manufacturer's claims for the Turner-Reich.

No.	Size of Plate	Equivalent Focus	Focus Back Lens	Focus Front Lens	Price, Mounted in Barrel
1	4 x 5	6 inches	11 inches	14 inches	\$40.00
2	5 x 7	7½ "	12 "	18 "	48.00
3	5 x 8	8½ "	16 "	18 "	55.00
4	6½ x 8½	10½ "	18 "	24 "	75.00
5	8 x 10	12 "	21 "	28 "	90.00

VERASTIGMAT LENS, F:6.8

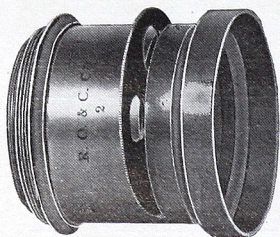
This objective of convertible type has a speed of F:6.8. Though but recently introduced, it has met with remarkable favor, since all that the manufacturers claim for it is confirmed by the severest tests. Needless to say, the Verastigmat is made of the famous Jena glass, wrought by the most improved scientific methods.

No.	Equivalent Focus	Focus Back Lens	Focus Front Lens	Plate Covered at F:6.8	Plate Covered at F:16	Price
0	4½ inches	8 inches	10 inches	3¼ x 4¼	4½ x 6½	\$34.00
1	6 "	11 "	14 "	4 x 5	5 x 7	40.00
2	7½ "	12 "	18 "	5 x 7	8 x 10	48.00
3	8¾ "	16 "	18 "	5 x 8	9 x 11	55.00
4	10¼ "	18 "	24 "	6½ x 8½	10 x 12	75.00
5	12½ "	21 "	28 "	8 x 10	11 x 14	90.00

RAPID RECTILINEAR LENS

As its name implies this lens is designed for fast work, in the field and in-doors as well. It is especially adapted for groups and objects where the distance is limited. The Rapid Rectilinear lens is constructed of carefully selected glass and made from a formula under our own special direction.

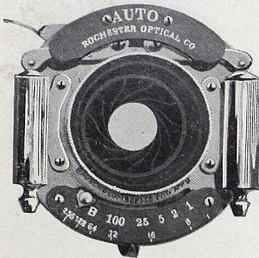
The lens is formed of double combinations, is accurately corrected, giving a great depth of focus, flatness of field and evenness of illumination. It has been found invaluable in hand camera work.



Size	Equivalent Focus	Price in Cells
3¼ x 4¼	5¼ inches	\$5.00
4 x 5	6½ "	6.00
5 x 7	8½ "	8.00

THE AUTO SHUTTER

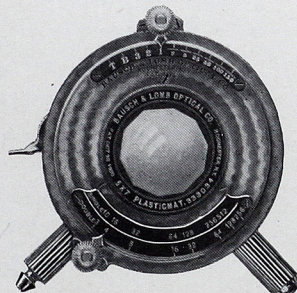
The Auto Shutter, distinctively our own product, not only combines the automatic features, but the retarding device as well. As the name implies, it is automatic in photographic exposure—that is, self-acting, no setting device being required. Instantaneous exposures of from 1-100th of a second to one second, or the intervening fractions thereof, may be made, or time and bulb exposures of any desired duration. The speed indicator is directly under the lens. The Auto Shutter is equipped with Iris Diaphragms, which are regulated by a small lever at the bottom of the shutter, the diaphragm opening being designated by plainly-marked figures. The Auto is a shutter of pronounced originality and superior construction. It is small, compact, self-enclosed and exceedingly simple in manipulation.



Size	Size of Largest Diaphragm	Fitted to Planatograph, Ross, R. R., Plastigmat or Zeiss	Fitted to Lenses of Other Manufacture
4 x 5	$\frac{3}{4}$ in.	\$10.00	\$11.00
5 x 7	1 in.	11.00	12.00
$6\frac{1}{2}$ x $8\frac{1}{2}$	$1\frac{5}{8}$ in.	12.00	14.00
8 x 10	$1\frac{3}{4}$ in.	14.00	16.00

THE VOLUTE SHUTTER

The Volute Shutter, a creation of the past year, possesses features worthy of the attention of operators desiring to make rapid exposures. It is especially adapted to such subjects as pole vaulting, runners, race horses, automobile races and the like. In the Volute Shutter a speed of 1-150th of a second has been attained. The shutter is opened and closed with one lever. Whatever the duration of the exposure is to be, the Volute Shutter opens instantly, and closes instantly, after remaining open the desired length of time, thus giving the maximum exposure. At the same time all the advantages of the older construction have been retained, and in addition the entire mechanism rendered dust-proof, all the parts being enclosed in the highly polished case.



Size	Size of Largest Diaphragm	Fitted to Planatograph, Ross, Plastigmat or Zeiss	Fitted to Lenses of Other Manufacture
4 x 5	1 in.	\$17.00	\$18.00
5 x 7	1 in.	17.00	18.00
$6\frac{1}{2}$ x $8\frac{1}{2}$	$1\frac{1}{2}$ in.	18.50	20.00

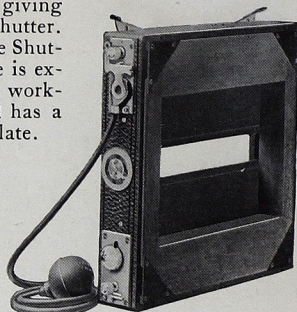
THORNTON-PICKARD FOCAL PLANE SHUTTER

(New Patent)

For high speed, the superior advantages of the new Focal Plane Shutter have come to be thoroughly appreciated. It is capable of giving results that cannot be obtained by any other form of shutter. The short exposures obtainable with the Focal Plane Shutter are due to the fact that only a part of the plate is exposed at once. The shutter consists of a roller blind working in front of and close to the plate. The blind has a narrow slit in it, which travels rapidly across the plate.

The speed is regulated by means of a small knob that winds up the driving spring, and also by altering the width of the adjustable slit. The speed indicator is always fitted to this shutter unless otherwise ordered.

4	x	5	\$22.00	5	x	7	\$27.00
6 1/2	x	8 1/2	32.00	8	x	10	37.50



UNICUM SHUTTER

The Unicum Shutter embodies principles of its own in construction, and is without doubt the most popular with all classes of photographers. Its manipulation is very simple, equipped as it is with every device known that can be used to advantage. It works automatically from one second to one-hundredth part of a second, or any fraction between, by simply revolving disc or dial to the desired speed.

Fitted to Ross, Zeiss, Rochester Symmetrical, Planatograph or Plastigmat Lens			Fitted to Lenses of other manufacture		
Size	Size of Largest Diaphragm	Price	Size	Size of Largest Diaphragm	Price
4 x 5	3/4 inches	\$ 6.00	4 x 5	3/4 inches	\$ 7.00
5 x 7	1 " "	7.00	5 x 7	1 " "	8.00
6 1/2 x 8 1/2	1 5/8 " "	8.00	6 1/2 x 8 1/2	1 5/8 " "	9.00
8 x 10	1 3/4 " "	10.00	8 x 10	1 3/4 " "	11.00

THE GEM SHUTTER

This Shutter is self-setting and automatic in action. The release lever or bulb attachment controls the exposure. The Gem is fitted with Iris Diaphragms. It has an indicator to regulate time, instantaneous and bulb exposures. The Gem has uniformly given satisfaction. It is fitted to instruments designed especially for beginners on account of its simplicity and strength. Price, \$4.00.

THE DROP SHUTTER

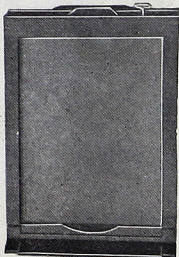
This shutter is made of mahogany and has a cherry slide, which works by the aid of a rubber band. The drop shutter is made in three sizes, with openings 1 3/4, 2 1/2 and 3 1/4 inches. Price, \$1.00.

WELLER WING SHUTTER

The shutter may be used on any camera for time or instantaneous work. It works with a minimum jar, being practically noiseless. It has an extreme aperture in the small size of 1 3/4 inches and in the large size of 2 3/4 inches. Price, \$3.50.

POCO PLATE HOLDER

This holder is easily superior to all other plate holding devices on the market. It is absolutely light tight and very durable. In operation it is simplicity itself. The plate holding device is not controlled by any springs. In using, simply lay the plate in the holder, close the end, and insert the slide. To remove, withdraw the slide and pick out the plate. Every Poco Plate Holder has the word "Poco" stamped on the septum. Poco Plate Holders are made in two styles, to carry plates or cut films. The slides of the Poco Holder are made entirely of rubber. The flange in the ordinary holder is of wood, in the Poco it is a component part of the holder. This does away with the danger of breaking, and tends further to increase the light-tight character of the holder. The ordinary rubber or press-board slides are, however, furnished with Poco Holders on request.



3¼ x 4¼, \$1.00 4 x 5, \$1.00 5 x 7, \$1.25 6½ x 8½, \$1.75 8 x 10, \$2.00

ROCHESTER PLATE HOLDER

A serviceable cherry holder with press board slides, fits either Poco or Cyclone Cameras. 2½ x 2½, 35c.; 3½ x 3½, 75c.; 3¼ x 4¼, 80c.; 4 x 5, 80c., 5 x 7, \$1.00; 6½ x 8½, \$1.50; 8 x 10, \$1.75.

POCKET POCO HOLDERS

These holders are made in two different styles. The holder designed for Pocket Poco A and Pocket Poco B is a single metal holder of a unique and satisfactory design. Price, 3¼ x 4¼, 35c.; 4 x 5, 40c. The holder for the Pocket Poco C is a regular double wooden holder of approved design. Price, \$1.00.

WARNICA SELF-ADJUSTABLE PLATE HOLDER

Fits all styles of Poco cameras, and at the same time successfully holds dry plates of smaller size than the holder without the necessity of a kit. It automatically centers any size plate in the holder used.

4 x 5, \$1.25 5 x 7, \$1.50 6½ x 8½, \$1.85 8 x 10, \$2.25

ENGLISH BOOK HOLDER

This form of book holder is in general use abroad and is becoming popular in this country. The sides are hinged, opening like a book when placing or displacing plates.

With hard rubber slides, 11 x 14, \$6.00. With press-board slides, 11 x 14, \$5.00
 " " " " 14 x 17, 7.50. " " " " 14 x 17, 6.50

HOLDER SLIDES

Holder Slides are now made entirely of hard rubber, or of hard rubber with wooden shoulders, or press-board with wooden shoulders. They fit any style of regular dry plate holders. In ordering slides specify fully the holder for which they are intended.

	3¼ x 4¼	4 x 5	5 x 7	6½ x 8½	8 x 10	11 x 14
Hard rubber with wooden shoulder	\$.20	\$.25	\$.35	\$.50	\$.65	\$ 1.00
Press-board with wooden shoulder	.20	.25	.35	.50	.65	1.00
Hard rubber throughout	.30	.35	.50	.75		

CARTRIDGE ROLL HOLDER

Cartridge roll holders are furnished with any of our 4 x 5 or 5 x 7 cameras. They are interchangeable with plate holders. These roll holders load in daylight, are substantially made and covered with seal grain leather with nickel fittings. 4 x 5, \$5.00; 5 x 7, \$6.50.

HOLDER KITS

We make Kits in two widely different styles, the ordinary wooden Kit with the opening for holding small plates in large plate holders; also the regular metal Kit, which automatically centers the plate and securely holds it in the regular plate holder. The wooden Kits are extremely simple and easy of manipulation. The metal Kits are equally simple, but more substantial. The full surface of the plate is available at all times when the metal Kit is used.

Size Outside	Size of Opening for Plates	Price Each in Metal or Wood
* 4 x 5	3 1/4 x 4 1/4	\$.20
* 5 x 7	3 1/4 x 4 1/4 or 4 x 5	.25
† 5 x 8	3 1/4 x 4 1/4 or 4 x 5 or 4 1/4 x 6 1/2	.25
* 6 1/2 x 8 1/2	3 1/4 x 4 1/4 or 4 x 5 or 5 x 7	.30
* 8 x 10	4 x 5 or 5 x 7 or 6 1/2 x 8 1/2	.40
† 11 x 14	8 x 10 or 10 x 12	.50
† 14 x 17	10 x 12 or 11 x 14	.80

Larger sizes on application.

* Metal or wood. † Wood only.

POCO FILM KIT

This clever device readily adapts any plate holder to the use of cut films. It is a substantial metal film carrier that slips readily into the plate holder just as the plate would. 3 1/4 x 4 1/4, 15c.; 4 x 5, 15c.; 5 x 7, 20c.

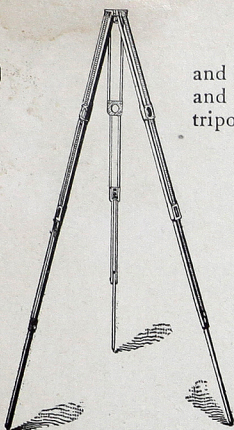
POCO CARRYING CASES

Carrying cases for Poco Cameras are substantially made of the very best sole leather, with heavy finished catches and trimmings. The case for Tele-Photo Cycle Poco B is velvet lined.

Cameras	3 1/4 x 4 1/4	4 x 5	5 x 7	6 1/2 x 8 1/2
Tele-Photo Cycle Poco B		\$5.00	\$6.00	\$8.00
“ “ C, D and Cycle Poco No. 5		4.00	5.00	6.50
Cycle Poco No. 3		3.50	4.00	
“ “ No. 4		1.50	2.00	
“ “ No. 6		2.00	2.50	
Pocket Poco B and C, camera only	\$1.75			
Camera and 12 holders	2.25			
Snappa alone	2.50			
“ with extra magazine	3.50			

Camera	5 x 7	6 1/2 x 8 1/2	8 x 10	11 x 14	14 x 17
King View	\$3.00	\$3.50	\$4.00	\$5.00	
Rochester View	2.00	2.25	2.50	3.25	\$5.00

POCO TRIPOD



Very light and compact as well as rigid. Perfect in design and especially adapted for use with hand cameras. In material and manufacture the Poco is durable and satisfactory. This tripod is made in three joints, the lowest section sliding into the second, and these two into the third. The upper section folds back upon the third. When closed this tripod measures but sixteen inches in length.



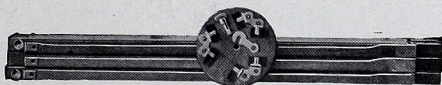
No. 1 weighs fifteen ounces with aluminum top. Its length when extended is fifty-five inches.

No. 2 weighs one pound and seven ounces. The ease of adjustment and security are strong points in favor of the Poco. No. 4 is finished in Flemish oak with stays.

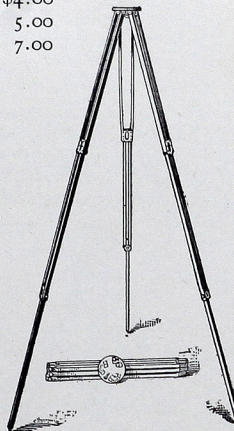
No. 1, for 4 x 5 camera,	\$4.00
No. 2, " 5 x 7 "	5.00
No. 4, " 8 x 10 "	7.00

COMBINATION TRIPOD

In construction this tripod is made on the sliding and folding principle, being composed of three sections; the lowest section slides into the second, while the first section folds back upon it. The wood is selected spruce



or ash with brass trimmings. The Combination is a model of convenience, being easily set up and quickly adjusted. Its extended length is fifty-six inches, length closed twenty-two inches.



No. 2½, Spruce, for camera up to	6½ x 8½,	\$3.00
No. 2½, Ash, " " "	6½ x 8½,	3.00
No. 3, " " " "	10 x 12,	3.50
No. 4, " " " "	14 x 17,	4.50
No. 5, " " " "	20 x 24,	6.00

SPECIAL TRIPOD

We also make a Special Tripod in spruce with mahogany finish, or in ash, after the combination pattern. Price, Spruce, \$1.75; Ash, \$1.85.

RAY SLIDING TRIPOD

An extremely light but at the same time very strong instrument is the Ray tripod. It is made in two sizes and is designed for cameras up to and including the 4 x 5 size. The Ray is composed of two sections. The lower section slides within the upper. It can be clamped at any desired length by manipulating the milled thumb screw.

No. 1	.	.	.	.	.	\$.80
No. 2	.	.	.	.	.	1.00

Twist Lock Tripod

This tripod is constructed of nicked steel tubing of very light gauge. No weight capable of being placed on the tripod when set up will cause it to give. The legs are made in four joints of diminishing size which telescope within one another. In manipulating the Twist Lock simply draw out each telescope and twist the whole to the right, the leg is then locked. When closed the tripod measures fourteen inches, and enclosed in a leather carrying case it weighs two pounds.

Complete with leather carrying case,	\$7.50
Complete without " " " "	6.00

CARLTON SLIDING TRIPOD

One of the simplest and most approved tripods in use to-day. The legs are made in three pieces rendering very firm support. The tripod top is of wood covered with cloth. The instrument is easily adjusted at any height by the use of brass clamps, which exercise pressure enough to make the tripod very rigid.

No. 1, Spruce, for cameras up to 5 x 7, weight 1 lb. 15 oz.	\$2.00
No. 2, Spruce, for 5 x 8 and 6½ x 8½, weight 2 lbs. 12 oz.	2.50
No. 3, Ash, for 8 x 10 and 10 x 12, weight 4 lbs. 15 oz.	3.00
No. 4, Ash, for 11 x 14 and 14 x 17, weight 7 lbs. 3 oz.	4.00
No. 5, Ash, for 17 x 20 to 20 x 24, weight 11 lbs.	5.00

POCO TRIMMING BOARD

This board merits the consideration of all desiring a high grade print trimmer. The efficiency of the machine is increased by the combination of the curved movable blade and the peculiar construction of its pivotal spring joint, which allows the blade a slight lateral motion, and thus secures perfect contact of the two blades at every point.

No. 1 will cut up to	6 inches in width,	\$1.50
No. 2 " " "	8 " " "	2.25
No. 3 " " "	10 " " "	3.00

"R. O. C."—THE ROCHESTER DRY PLATE

The introduction of "R. O. C.," The Rochester Dry Plate, is one of the most significant facts photographically of the year just past. The new plate met with instant recognition and has achieved a marked success. Indeed, it has been with difficulty that we have been able to supply the trade promptly with this product, so urgent have been the demands for the same.



"R. O. C.," The Rochester Dry Plate, is a plate of general utility—a plate that may be used by the amateur and professional alike successfully under all conditions. It is a plate that renders as far as neces-

sary the value of colors. It eliminates as nearly as possible the flare of halation; finally, it gives the fullest depth, the most delicate definition, and is fast enough for high speed work. The tendency has always been towards using a special plate for special purposes. We have succeeded in creating an emulsion whose chemical properties together with our method of coating are responsible for the general utility qualities already described. So it has come to be recognized that this new plate of ours is one of the most important advances recently made in the manufacture of photographic accessories.

"R. O. C.," The Rochester Dry Plate, appeals to the photographer, either professional or amateur, very strongly. There is represented in it a unity of good qualities, and its adaptability and value for the every purpose of photography are easily understood. It is a dry plate of unlimited latitude and efficiency. For outdoor work the value of "R. O. C.," The Rochester Dry Plate, will be appreciated by the professional who understands the value of color, quality of light, and the degrees of speed; by the amateur who desires a result of uniform quality; finally, by every photographer who wishes to profit by this most important advance of the art.

"R. O. C.," The Rochester Dry Plate, is on sale to-day in every state in the Union. The plates are made in all the popular sizes.

Size	Price per Dozen	Size	Price per Dozen
2½ x 2½	\$.25	5 x 7	\$1.10
3½ x 3½	.40	5 x 8	1.25
3¼ x 4¼	.45	6½ x 8½	1.65
4 x 5	.65	8 x 10	2.40
4¼ x 6½	.90	11 x 14	6.00

ROLL FILMS

We are prepared to furnish Eastman Cartridge Roll Films, for use with roll holders in our Poco cameras.

3¼ x 4¼, 12 exposures, 70c. 4 x 5, 12 exposures, 90c. 5 x 7, 12 exposures, \$1.60

SNAPPA CUT FILMS

Poco cameras are so constructed as to carry cut films very advantageously. Experience has shown that Snappa Cut Films are to be depended upon for good results under all conditions. They are made especially for us by the M. A. Seed Dry Plate Co.

3¼ x 4¼, per dozen, 70c.

4 x 5, per dozen, 90c.

RUBY CANDLE LAMP

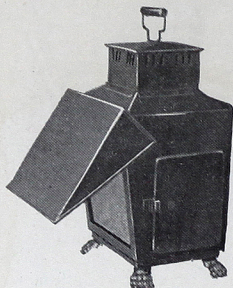
This is a new dark room lamp, compact in design and made of heavy tin. The lamp uses a large candle, enclosed in a substantial cup so constructed that the melted paraffine does not run over the sides, but falls toward the center. The Ruby Candle Lamp is both economical and clean.

Price of lamp complete, 30c.

Price of candles, per dozen, 40c.

UNIVERSAL DARK ROOM LAMP

This is a popular and moderate-priced lamp we have been making for a number of years, and the demand for it increases each season. It has a combination ruby and orange glass for use singly or together as in the case of ortho plates. This lamp is made in two sizes. Size No. 1, 80c. Size No. 2, \$1.00.



PREMIER LAMP

This lamp has distinct features which make it popular with advanced amateurs who develop and print their own negatives. It affords three different forms of light. The front light is a soft 7 x 8 ruby light for developing. The door on the left side when opened will give a clear white light for use in printing developing papers, bromide papers or transparencies. The door on the right side when opened gives a soft white, opal light for examining negatives or transparencies. The feet are made of heavy ornamental brass to ballast the lamp. Price, \$3.75.

ROCHESTER NEGATIVE RACK

This is a very neat and substantial rack, made of the best seasoned cherry, accommodating a negative of any size. It folds up flat when not in use and is available for holding negatives while drying, preventing all rubbing and scratching. No. 1, accommodating 12 negatives, 20c. No. 2, accommodating 24 negatives, 25c.

ROCHESTER NEGATIVE SAFE

This safe accommodates fifty negatives in the $3\frac{1}{4} \times 4\frac{1}{4}$, 4×5 or 5×7 size; they may be stored free from danger of breakage and are not exposed to the atmosphere or dust. It has a drop door in front with a memorandum tablet corresponding to the numbers of the shelves within. The Rochester Negative Safe is a thoroughly desirable addition to a photographic outfit.

$3\frac{1}{4} \times 4\frac{1}{4}$, \$3.00

4×5 , \$3.50

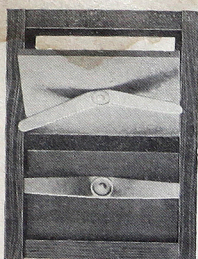
5×7 , \$4.00

POCO RAY SCREEN

This screen is designed for cloud effects, etc., and is of great value in out-door photography, screening out the violet and blue rays of light which act more strongly on the plate than any other color, and at the same time giving a more equal exposure to the sky, clouds and landscape. When ordering, give diameter of lens the screen is to be used with.

No. 1, diam. $1\frac{1}{2}$ in.,	will fit lens of diam. $1\frac{1}{4}$ in.	50
No. 2, " 2 in.,	" " " " $1\frac{3}{4}$ in.	50
No. 3, " $3\frac{1}{4}$ in.,	" " " " $2\frac{7}{8}$ in.	75





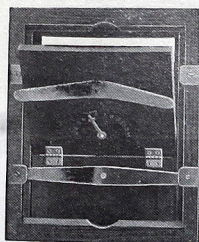
AMATEUR PRINTING FRAME

This printing frame is light and strong; made of the best seasoned cherry, and with first quality spring brass mountings. It is in finish and construction, as well as durability, that the Amateur excels. The frame is popular with the beginner, and convenient and satisfactory in every respect.

$3\frac{1}{2} \times 3\frac{1}{2}$	. . \$.25	4 x 5	. . \$.25
$3\frac{3}{4} \times 3\frac{1}{4}$	. . .25	$4\frac{1}{4} \times 6\frac{1}{2}$	. . .35
5 x 7	. . \$.35		

ROCHESTER PRINTING FRAME

Very heavy and substantial in construction. Made of seasoned cherry. The springs are of the finest brass, riveted to the back. A tongue and groove at the back of the frame, where the two parts hinge, prevent the entrance of any light. The ears are set flush with the frame; the hinges are riveted. At the back is a tally for recording the number of prints made. The reputation enjoyed by the Rochester entitles it to the consideration of professionals and amateurs alike.



$4\frac{1}{4} \times 6\frac{1}{2}$	. . \$.42	11 x 14	. . \$1.80
5 x 7	. . .50	14 x 17	. . 2.40
$6\frac{1}{2} \times 8\frac{1}{2}$	. . .60	16 x 20	. . 3.00
8 x 10	. . .75	20 x 24	. . 5.00

CYCLONE PRINTING FRAME

This frame is made of japanned iron of the first quality, and will not warp or twist. It is non-breakable, light and convenient. The frame has an easel attachment, which permits it to be placed at any angle. It casts no shadow when printing. It prints to the size of the plate, and offers other advantages of the most important nature. The substantial character of the Cyclone especially commends it.

$3\frac{1}{2} \times 3\frac{1}{2}$, \$.25	$3\frac{3}{4} \times 4\frac{1}{4}$, \$.25	4 x 5, \$.25
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Simplex Printing Frame— $2\frac{1}{2} \times 2\frac{1}{2}$, designed for the Cyclone Primer. Price, 15c.

CARD MOUNTS

We are listing this year exclusive effects in card mounts, the stock used being of superior quality, confined to the prevailing colors of the season, Carbon Black and Scotch Gray. These mounts have been designed especially for us, and in style and finish are superior to any creations on the market to-day. Both have beveled edges.

Carbon Black or Scotch Gray, Plain				Carbon Black or Scotch Gray, Embossed and Printed Border			
No.	For Pictures	Per 100	Per 1000	No.	For Pictures	Per 100	Per 1000
601	$3\frac{1}{4} \times 4\frac{1}{4}$	\$1.25	\$ 9.50	701	$3\frac{1}{4} \times 4\frac{1}{4}$	\$1.60	\$12.00
602	4 x 5	1.75	11.00	702	4 x 5	2.00	15.00
603	5 x 7	2.15	14.00	703	5 x 7	3.00	22.00

ARISTO PRINTING-OUT PAPER

A reliable photographic printing-out paper. It will print with brilliant high lights, giving silky half-tones and rich, transparent shadows.

Size	Dozen	Gross	Size	Dozen	Gross
2 1/2 x 2 1/2	2 Doz. \$.20	\$1.00	5 x 7	1 Doz. \$.30	\$2.65
3 1/4 x 4 1/4	2 " .20	1.15	5 x 8	1 " .30	3.00
3 1/2 x 3 1/2	2 " .20	1.15	6 1/2 x 8 1/2	1 " .45	4.25
3 3/8 x 5 1/2	1 " .20	1.35	8 x 10	1 " .60	6.50
4 x 5	2 " .25	1.25			

VELOX PAPER

This paper can be both printed and developed by gas or lamp light, and a beautiful effect of both platinum and carbon is obtained.

Size	Dozen	Gross	Size	Dozen	Gross
2 1/2 x 2 1/2	1 Doz. \$.15	\$1.00	5 x 7	1 Doz. \$.35	\$3.50
3 1/2 x 3 1/2	1 " .15	1.50	5 x 8	1 " .40	4.00
3 3/4 x 4 1/4	1 " .15	1.50	6 1/2 x 8 1/2	1 " .60	6.00
3 3/8 x 5 1/2	1 " .25	2.00	8 x 10	1 " .80	9.00
4 x 5	1 " .25	2.00			

DEVELOPING AND PRINTING

We have exceptional facilities for finishing the negatives made by amateur photographers. We are in a position to handle plate or film negatives and the quality of our pictures is most satisfactory.

Size of Camera	Developing, Printing and Mounting	Developing Only	Printing and Mounting Only
3 1/4 x 4 1/4	\$.10 each	\$.04 each	\$.06 each
4 x 5	.13 "	.05 "	.07 "
5 x 7	.20 "	.06 "	.10 "
5 x 8	.20 "	.06 "	.10 "
6 1/2 x 8 1/2	.30 "	.10 "	.20 "
8 x 10	.35 "	.12 "	.24 "

DEVELOPERS

We present this year to the public a new line of developers, which in quality and excellence surpass any similar products on the market. Primarily calculated and compounded for our R. O. C. Dry Plates, their chemical composition is so well balanced that the very best results can be obtained with them on any other plate or film manufactured in this country. These developers are put up in glass vials.

Pyrosoda—Excellent for negative work, especially recommended for professional workers. Box containing 5 sets of powders, 50c.

Metol Hydroquinone—Recommended for general work (plates or films), daylight developing papers, bromide papers, negative papers, etc. Box containing 5 sets of powders, 50c.

Hydroquinone—Suitable for all kinds of negative work. Box containing 5 sets of powders, 50c.

R. O. C. Glycin—For studio and general amateur work it is simply perfection. Box containing 5 sets of powders, 75c.

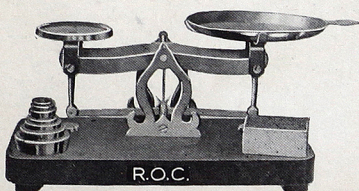
DEVELOPING AND PRINTING OUTFITS

As a result of careful study, we have prepared a series of developing and printing outfits, specially adapted to the use of the amateur. These are made in two sizes, $3\frac{1}{4} \times 4\frac{1}{4}$ and 4×5 .

Poco Outfit No. 1—3 fibre trays, 1 bottle of developer, 1 printing frame, 1 pound of hypo, 1 tube of paste, 1 ruby lamp, 1 measuring glass, 1 dozen printing paper, 1 tube developer, 1 book of instructions, 1 negative rack. Price, \$2.00.

Special R. O. C. Outfit—3 fibre trays, 1 bottle of developer, 1 ruby lamp, 1 printing frame, 1 pound hypo, 1 dozen printing paper, 1 negative rack, 1 tube M. Q. developer, 1 tube paste, 1 paste brush, 1 dozen card mounts, 1 print roller, 1 measuring glass, 1 book of directions. Price, \$3.00.

Cyclone Primer Outfit—3 fibre trays, 1 bottle of developing powder, 1 printing frame, $\frac{1}{2}$ pound hypo, 1 ruby lamp, 1 measuring glass, 1 dozen printing paper, 1 book directions. Price, \$1.00.



THE R. O. C. SCALE

This scale has been especially constructed by us to cover the whole range of photographic work. It is supplied with a set of drachm, scruple and grain weights and a complete set of avoirdupois weights from one-sixteenth up to two ounces. The scale is made with a polished wooden base and is well finished and reliable. Price, \$3.00.

POCO OPTICAL OUTFIT

The uses of this outfit are varied and it possesses advantages which the amateur who desires to fully realize the pleasures of photography will appreciate.

While the lenses included in this outfit are only supplementary, nevertheless they give the owner of a good objective lens the advantage of five different focal lengths. The Ray Filter, for cloud effects, and the Duplicator, by the use of which an object may be photographed in two positions on the same plate, are valuable additions to the outfit of any photographer.

The Poco Optical Outfit is put up in a plush-lined leather case, and the price quoted below includes all the above instruments. Any one of them, however, may be purchased separately if desired.



A-Outfit—Diameter of lens frames $1\frac{5}{16}$, for 4×5 Poco and all other makes with lens hoods less than $1\frac{5}{16}$. . . \$6.00

B-Outfit—Diameter with lens frames $1\frac{5}{16}$, for 5×7 Pocos, etc. . . 6.00

"THE AMATEUR PHOTOGRAPHER"

TWENTY-FIFTH EDITION. ENLARGED AND REVISED. During the past year "The Amateur Photographer" has been revised and largely rewritten under the editorship and direction of Dr. John Nicol, who is regarded as being one of the leading photographic authorities of the day. "The Amateur Photographer" has come to be regarded as an invaluable work, not alone to the beginner but to the advanced amateur as well. It gives in a concise and practical way information bearing upon every phase of the photographic art, and is thoroughly up-to-date. It tells how to secure the best results; gives definite formulas of value to every possessor of a camera. Price, 25c.

PHOTOGRAPHIC SUPPLIES

	PRICE
Absorbent Cotton, per pound	\$.80
Adhesive, 4 oz. jar	.20
8	.35
1 " tube	.10
2 " "	.15
4	.20
All Mill Head Nuts and Screws	.25
Bellows for 4 x 5 Folding or Cycle Poco.	2.00
5 x 7	2.50
4 x 5 Tele-Photo D.	3.00
5 x 7	4.00
6½ x 8½	5.00
4 x 5 B or C	3.00
5 x 7	4.00
6½ x 8½	5.00
8 x 10	6.50
5 x 7 King and Roch. View.	4.00
6½ x 8½	5.00
8 x 10	6.00
11 x 14	8.00
14 x 17	10.00
Blotting Paper, 19 x 24, per dozen	1.00
Brushes, Camel's Hair, 2 inches wide	.50
3 inches wide	.80
Brushes, Bristle, 1 inch	.15
2 inches wide	.25
3 inches wide	.40
Bulbs and Tubes to fit any Shutter, 18 in. in length	.35
Cycle Camera Carrier	.50
Electrode Developing Trays, 3¼ x 4¼	.18
4 x 5	.20
5 x 7	.38
5 x 8	.40
6½ x 8½	.55
8 x 10	.80
Fixing Bath, 4 x 5	2.00
5 x 8	3.00
Focusing Cloth, velvet	1.00
Cloth, Gossamer, plain or plaid	.50
Fronts, 4 x 5	2.50
5 x 7	2.50
6½ x 8½	3.50
8 x 10	4.00
Stereo	5.00

	PRICE
Glass Funnel, ½ pint	\$.15
Glass for No. 1 or No. 2 Universal Lamps, Orange or Ruby	.10
Graduated Glasses, 4 ounce	.30
8 ounce	.40
Ground Glass Frames, 4 x 5	.50
5 x 7	.60
6½ x 8½	1.00
8 x 10	1.25
4 x 5	.15
5 x 7	.20
6½ x 8½	.25
8 x 10	.30
Hydrometers	.40
Hypo-sulphite of Soda, per 1-lb. box	.10
Icoscope Finder, Size "A"	5.00
"B"	5.50
"C"	6.00
Lens Boards for Poco Cameras	.25
Stereo Cameras	.40
View Cameras, up to 8x10	.40
View Cameras, larger	.70
Magnesium Powder, pure, per 2-oz. bottle	1.05
Measuring Glasses, 4 ounce	.15
Orange or Ruby Fabric, per square yard	.60
Orange or Post Paper, per doz.	.25
Patent Fluted Funnel, 1 pint	.20
Poco Flash Powder, (seven cartridges in box)	.25
Poco View Finder and Level	1.50
Print Roller, 4 inch	.20
6	.30
Reversible Backs for 5 x 7 View Cameras	7.50
6½ x 8½	9.00
8 x 10	11.00
11 x 14	14.00
Screws for Tripods Nos. 1, 2 and 3	.25
4 and 5	.40
Shoulder Straps, 36, 42 and 48 inches	.25
54, 56 and 60 inches	.30
66 inches	.40
Snappa Plate and Film Carriers	.10
Snappa Magazine	3.50
Tops for Tripod	.75
Tubing, per foot	.10

BAUSCH & LOMB RAY FILTER

Number	1	2	3	4	5	6	7	8
Inside diameter in inches	1½	1¾	2 3-16	2 9-16	2 15-16	3¾	3¾	4¾
Price	\$3.25	3.50	3.50	4.00	4.50	5.00	5.50	6.00
Morocco Cap, extra	.70	.70	.75	.80	.90	1.00	1.10	1.20
Price of Style 1 P								3.25

LENS FLANGES

Number	1	2	3	4	5	6	7	8	9	10	11
Diameter, inches	1½	1¾	2	2¼	2½	3	3½	4	5	5½	6
Price, each	\$.50	.50	.75	1.00	1.00	1.25	1.50	1.75	2.00	2.50	3.00

LENS CAPS

Number	1	2	4	5	6	7	8	9	10	11	12
Diameter, inches	1½	1¾	1¾	2 1-16	2 3-16	2¼	2½	3 1-16	3 9-16	4 1-16	4 9-16
Price, each	\$.60	.60	.65	.70	.70	.75	.80	.90	1.00	1.10	1.20

