

“TICKA”

A Camera that
goes into the
watch-pocket.



HOUGHTONS

SOLE MANUFACTURERS,
LONDON & GLASGOW.

LTD

THE "TICKA"

A Camera that will go into the
Watch-Pocket. Can be Loaded
and Unloaded in Daylight.



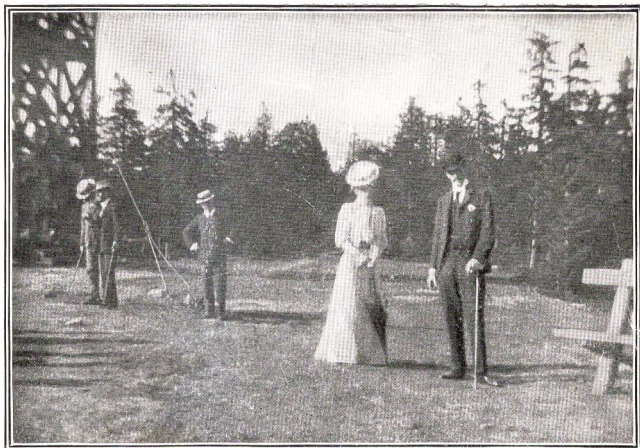
THE "Ticka" is the neatest thing that has ever happened in Photography. It is something on different lines to all other cameras, and it is because of this difference that the "Ticka" is bound to be immensely popular. This is because

in the first place there has never been a camera so small as the "Ticka" that will take 25 pictures at one load-



This is the actual size of the "Ticka."

ing. There have been cheaper cameras, perhaps, but nothing of the shape and type of the "Ticka."



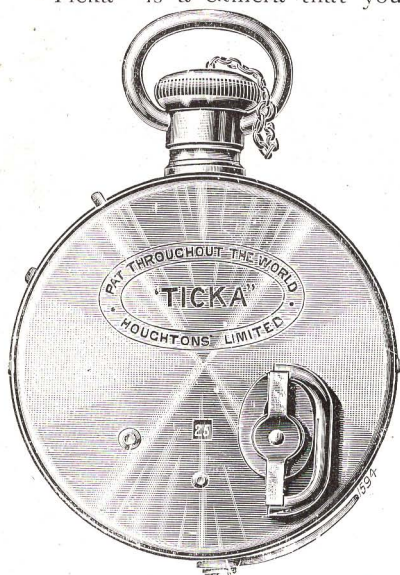
*The King and Queen of Norway, taken with a
"Ticka" Camera, by Her Majesty Queen Alexandra.*

The "Ticka" is the first real pocket camera that has ever been made. It is not merely a camera for occasional use, but a means of recording all the little incidents of one's daily life.

The Perfect Pocket Camera.

There is a great fascination about using the "Ticka." It is so small that the user is quite free from the annoyance that one is usually subjected to when out with an ordinary camera. You are not followed about by expectant groups of small boys who want to have their photos taken. You can close your hand upon the "Ticka" instantly. You can keep it in your pocket. You can carry it anywhere,

and always have it ready for making a snap-shot. The "Ticka" is actually only the size of a watch, a little thicker than an ordinary silver watch, perhaps, but no larger in diameter. It looks so like a watch that if you stand at the road-side and take snap-shots of motor cars the chauffeurs will think you are part of a police trap, and slow down for you. The "Ticka" is a camera that you will want to carry



Another "life-size" view of the "Ticka."

about with you everywhere. It will enable you to take portraits of every one you meet. It is easy to handle, so easy to load, and easy to carry. Even if you are an amateur photographer, you do not always have your camera with you. It is too big or too heavy to carry about always. Yet what a number of good subjects you miss by not having

a camera ready. A wonderful sunset, a street accident, a quaint effect of lighting, portraits in a friend's



A Picture made in a "Ticka" Printing Box. Size $3\frac{1}{4}$ by $2\frac{1}{4}$

garden, any of the hundred and one little personal incidents that go to make up the real pleasure and happiness of your life can be photographed in a moment. If you want to take photographs and yet do not want to make yourself conspicuous by carrying a large or obtrusive camera about, you must have a "Ticka." If you want to take portraits of your relations and friends, that look really natural, and are free from that studied unreal look that so many portraits have, then the "Ticka" will secure them for you. You can wear the "Ticka" at one end of your watch chain or carry it loose in your pocket. You can conceal the "Ticka" in the palm

of your hand and nobody need know that you are even thinking of taking photographs.

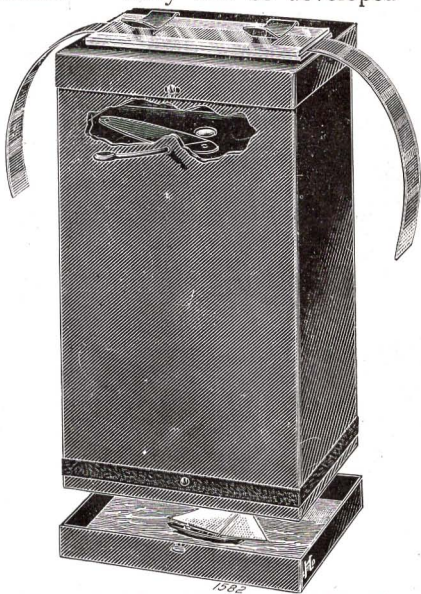
The “TICKA” is not a toy.

Don't run away with the idea that the “Ticka” is simply a toy. Nothing of the kind. The results you can obtain with the “Ticka” are equal in every way to those produced with a much larger camera, without any of the trouble or bother that a larger camera involves.

You need not possess any knowledge of photography to manipulate the “Ticka.” The spools are loaded in daylight, and are slipped into the camera as easily as putting a cartridge into a gun.



After the 25 exposures are made, you can open your camera in daylight, take out the exposed spool and put in another. The results can be sent up to the manufacturers, or to the dealer from whom you purchased your "Ticka." They will be developed for you and a series of prints supplied at a purely nominal price. Only 6d. is charged for developing 25 exposures, while a set of prints from the whole spool is supplied for 9d. Large pictures, $2\frac{1}{4}$ by $3\frac{1}{4}$, from every negative can also be supplied, so that if you do not want to make "Ticka" prints yourself, or to undertake the developing of the negatives, you can send them along and get your finished pictures back within a few days.



*This is the "Ticka" Printing Box. Price 4/6.
It enlarges the originals to $3\frac{1}{4}$ by $2\frac{1}{4}$.*

This gets rid of all possible difficulties, and places "Ticka" Photography within everybody's reach.

Everything about the "Ticka" is neat, dainty and scientifically accurate.

It is fitted up with just the same care as if it were a good silver watch. The outer case is strongly built of metal heavily plated. The film-changing apparatus is strong, and works sweetly and

regularly. The Shutter is arranged for Time and Instantaneous

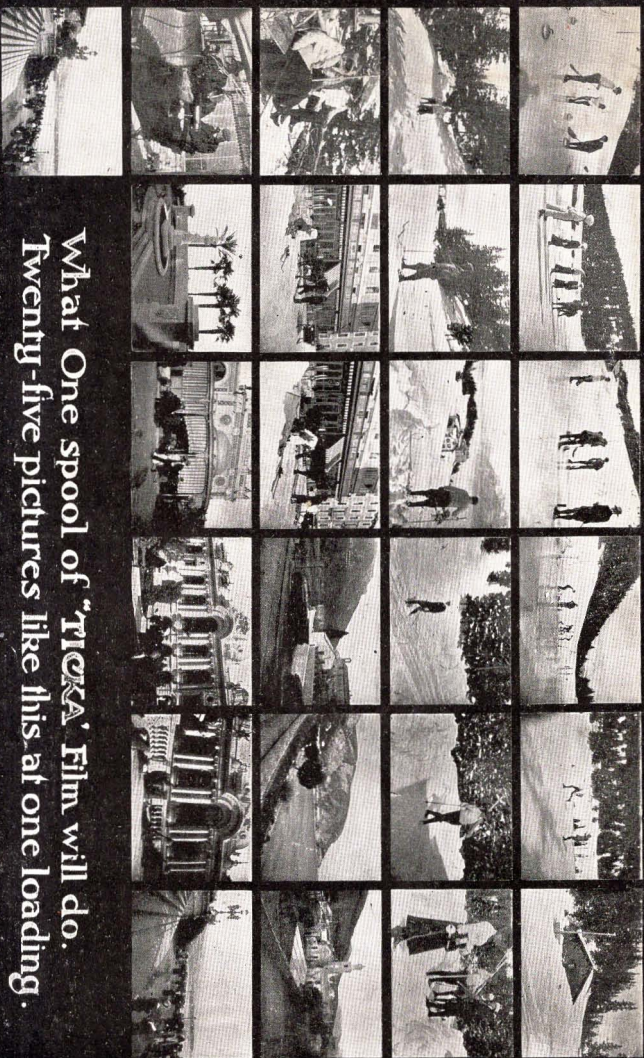
exposures and never fails to act. The film indicator shows the number of films that have been



A View Finder is the only accessory you need buy with the "Ticka."

exposed. There is an Achromatic Lens of the best possible type, which covers the film perfectly and gives a clean, bright picture, clear and distinct from corner to corner.

Although "Ticka" is just like a watch, and just as easy to carry about in the pocket, yet it is fitted with a first-rate lens and a time and instantaneous shutter. It takes 25 pictures on each daylight loading film spool, and each negative will give, in the "Ticka" Printing Box, a clear and brilliant picture measuring $3\frac{1}{4}$ by $2\frac{1}{4}$ inches.



What One spool of 'TICKA' Film will do.
 Twenty-five pictures like this at one loading.



*The
"Ticka"
Spools of
"Ensign"
Film
are made in
England.
Price 10d.
for 25
Exposures.*

It is, in short, a well-finished, perfectly made camera, every part of it made and put together at our own works in London, and guaranteed to produce results that are not merely good, but really excellent.

Photography is the most fascinating hobby that ever existed. But even

daylight loading roll film photography presented its difficulties before the advent of the "Ticka."

The "Ticka" combines all the best features of the daylight loading roll film camera with none of the worst ones.

The "Ticka" will add an interest to every walk. It provides a new amusement in the home. You can take pictures of your family for your friends. Pictures that will give you an infinite amount of pleasure, without the slightest effort on your part.

Photography is a hobby that helps you to get out-of-door exercise. With the "Ticka" you can go for long walks and not know you have it in your pocket, yet it will be always ready for use. It is no good going for a walk just for the walk's sake. With the "Ticka" every turn of the road will provide you with a new picture. Every quaint cottage, every picturesque group, every new effect will give you a subject for a picture. A clump of trees against a sunset sky provides you with a subject that may win you a prize in a photographic competition.

You may earn some of the half-guineas that are offered so freely for attractive pictures by all the



*The Ticka
View Finder
Model A,
for Direct View
Price 1/6*



*The Ticka
View Finder,
Model B.
Brilliant Pattern
Price 2/-*

illustrated magazines and newspapers. A prize of this sort will pay for the "Ticka" and several spools of film, besides providing you with an incentive to go out picture-making.

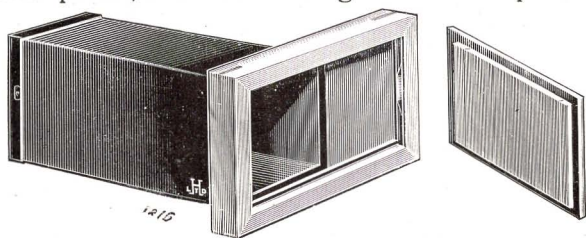


The "Ticka" Picture Frame enables you to exhibit your enlarged pictures.

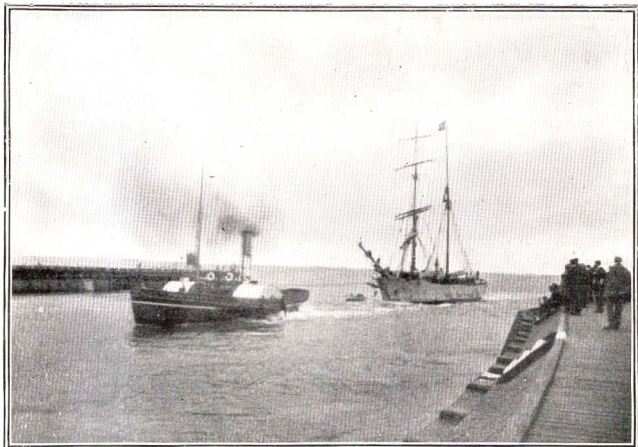
Everyone who has used a "Ticka" once or twice is full of enthusiasm about it. It is a camera that is

going to revolutionise popular photography.

"Let me take you on my 'Ticka'" will become a catch phrase, and the collecting of "Ticka" pictures



The "Ticka" Postcard Attachment. With this device on a "Ticka" Printing Box you can print on full size postcards from your negatives



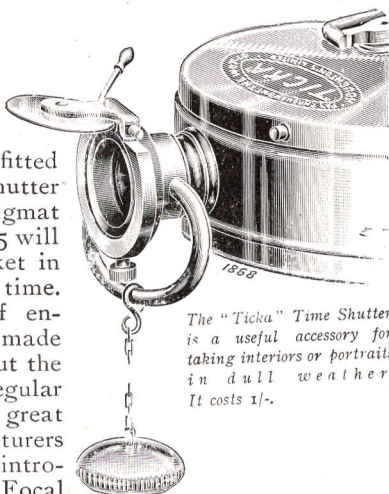
will become as popular as the collecting of Picture Post Cards. Don't let the summer slip by without getting a "Ticka." It will brighten your holidays and provide you with a fascinating hobby. All the pictures in this book were taken with a "Ticka," some of them by people who had never used a camera before. This shows you that the "Ticka" will produce perfect pictures. Don't let your want of knowledge of photography hinder you from joining the ranks of the "Ticka" Picture Makers. Start "Ticka-ing" to-day.



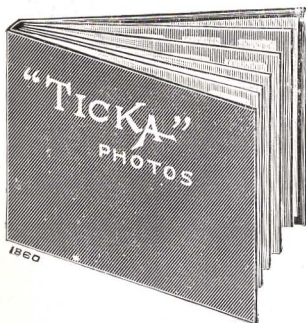
"Ticka" Printing Frame, for making 7 contacts at once

The "Ticka," with a Cooke Lens.

A "Ticka" Camera fitted with a Focal Plane Shutter and a Cooke Anastigmat Lens working at $f/6.5$ will be put on the market in about six months' time. A large number of enquiries have been made about this model, but the demand for the regular "Ticka" has been so great that the manufacturers have deferred the introduction of the Focal Plane "Ticka."



The "Ticka" Time Shutter is a useful accessory for taking interiors or portraits in dull weather. It costs 1/-.



*An Album to hold 108 "Ticka" Pictures.
Price 4d.*

The "Ticka," made in Silver.

In silver the "Ticka" makes a most acceptable present. It is sold complete with finder in a leather-covered case for £2 2s. The ordinary price of the nickel "Ticka" is, of course, only 8/6, but this special model in silver has a more permanent value.

The "Ticka."

PRICE LIST.

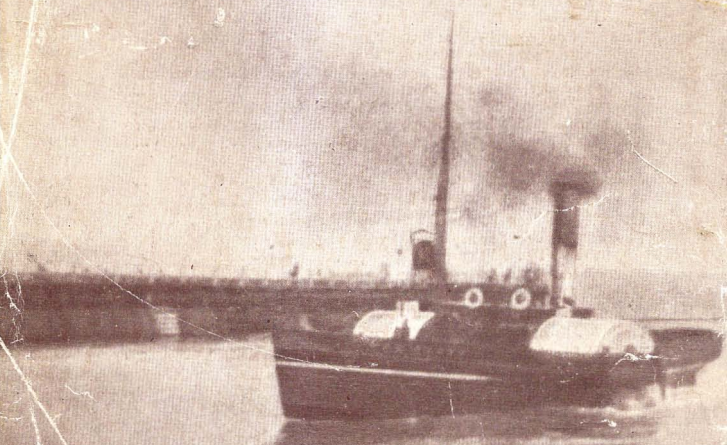
"Ticka" Watch Pocket Camera (complete)	8/6
"Ticka" Ensign Film Spool (25 exposures)... ..	10d.
"Ticka" View Finder (to fit on the stem of "Ticka," just over lens). Model A. To view from behind	1/6
Model B. To view from above	2/0
"Ticka" Time Shutter	1/0
Developing and Printing Outfit. Complete with Book of In- structions. (For Developing Spools and making Contact Prints actual size)	3/6
"Ticka" Printing Box. Complete with Book of Instructions. (For making Enlarged Prints, $3\frac{1}{4} \times 2\frac{1}{4}$)	4/6
"Ticka" Post-Card Attachment to "Ticka" Printing Box for Printing on Post-cards	1/6
Printing Box Outfit. Complete with Book of Instructions. (For Developing and Printing Enlarged Prints)	2/6
Complete Outfit consisting of "Ticka" Camera, "B" Finder, Printing Box, Developing Outfit, and Printing Box Outfit and Spool of 25 exposures	21/0
"Ticka" Magnifying Glass	1/6
"Ticka" Printing-out Paper for Contact Prints	6d.
"Ticka" Self-Toning Paper for Contact Prints	6d.
"Ticka" Bromide Paper for use with the printing box	6d.
"Ticka" Picture Frame ($9\frac{1}{2} \times 7$) with 5 openings for prints made in the "Ticka" Printing Box	9d.
"Ticka" Printing Frame for 7 Contact Pictures	6d.
"Ticka" Mounts for Contact Pictures (per packet of 15 assorted)	4d.
"Ticka" Mounts for Enlarged Pictures, per dozen	6d.
"Ticka" Albums for Contact Pictures	4d.
"Ticka" Film Negative Box for storing 12 Spools	4d.

DEVELOPING AND PRINTING.

Spools of "Ticka" Film can be developed and Contact Prints actual size, or Prints enlarged to $3\frac{1}{4} \times 2\frac{1}{4}$ supplied at the following prices:—

Developing Films, per spool, 25 exposures	6d.
Contact Prints, " "	9d.
Enlarged Prints, $3\frac{1}{4} \times 2\frac{1}{4}$ (unmounted), per doz.	3/0

Her Majesty the Queen uses a "Ticka" Camera



← Any picture
taken with a "Ticka"
can be enlarged to
 $8\frac{1}{2} \times 6\frac{1}{2}$ or larger. *M*