

THE NEW CAMERA

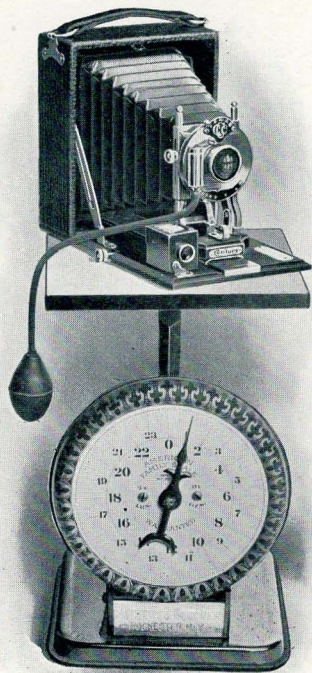
# Petite Century

for both glass plates  
and cartridge  
roll film

MADE BY  
CENTURY CAMERA CO.  
ROCHESTER, N. Y.

# The Petite Century— a new camera for plates and film

Weighs a little over one pound



AMERA MAKING, as a fine art, has never been more highly exemplified than by the product of the Century Camera Company. Our latest achievement is the PETITE CENTURY. This camera bears a very appropriate name. It is exactly what its name implies—a little camera of standard quality,—so dainty in design and so perfect in construction that it may easily be carried in the pocket, yet it is a camera possessing great possibilities.

## Field of Work

The PETITE CENTURY is not simply a “snap shot” camera, limited in its field of work, but owing to perfect optical and mechanical qualities, the scope it covers is a very wide one. For instantaneous or time exposures, for landscape or interiors, for portraits and groups, for flash-light pictures—for all these and more it is admirably adapted.

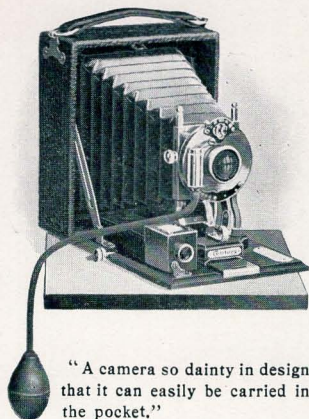
## A Perfect Tourist's Camera

It is a camera that especially appeals to the photographically inclined tourist. It matters not whether his itinerary is confined simply to American soil or includes the lands beyond the seas,—anywhere, everywhere, with a PETITE CENTURY he has a companion that will perfectly

record the various scenes and incidents of his entire journey—mementos which money could not buy in after years.

The perfect satisfaction which “Centurys” give is briefly, but very emphatically stated by Mr. Jean G. Theobald, a recent purchaser. Read his letter at the bottom of next page.





"A camera so dainty in design that it can easily be carried in the pocket."

## Standard Size Picture

Extra plates and film can be purchased in any quarter of the globe, as the PETITE CENTURY makes the standard size picture,  $3\frac{1}{4} \times 4\frac{1}{4}$ , and carries the regular cartridge roll film.

## Simplicity

Easy to operate? Could not be more so. Simplicity in design and ease of manipulation are strong CENTURY features. The less there is to look after when making a picture, the more attention the operator can give to arranging and composing the subject, and in consequence the possibility of any error is reduced to a minimum. A novice can successfully operate the PETITE CENTURY, yet it is an instrument that also appeals to experienced amateur photographers. It is a camera designed for serious work — not merely a toy.

## Adjusting Front

The PETITE CENTURY is fitted with an adjustable front, giving the maximum amount of movement for the lens above and below the center of the plate. This permits the operator to regulate the amount of sky and foreground, often adding to the artistic effect of the picture.

## Rack and Pinion

Another important feature is the rack and pinion for accurate focusing. *This is not found on any other pocket camera in the market, and gives the PETITE the advantage of a  $6\frac{3}{4}$ -inch bellows.*

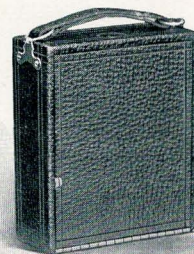
## Double Plate Holders

Still another advantage possessed by the PETITE CENTURY is the fact it takes a *double* plate holder, made of hard wood, with all joints dovetailed. It is compact, light, very easy to load and unload, and permits the full width of the plate to be exposed.

By means of the focusing screen you can *see the full size image* on the ground glass.

CENTURY CAMERA CO. NO. ATTLEBORO, MASS.  
Gentlemen:- If I had at command any other words that stood for more than these—*absolute perfection*—I would use them to convey to you my opinion of the Century Camera received to-day.  
JEAN G. THEOBALD.

Petite Century Closed,  
Size,  $1\frac{7}{8} \times 4\frac{1}{4} \times 5\frac{1}{8}$





Shutter with lens removed,  
showing Iris diaphragm

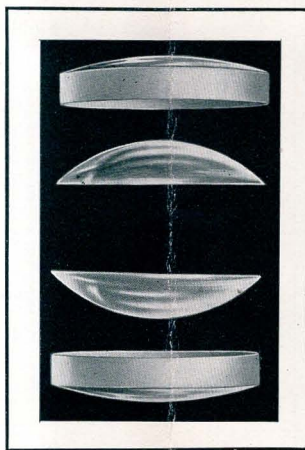
## A New Automatic Bed Clamp

Instead of the ordinary hook for clamping the front in place after focusing, the PETITE CENTURY has an automatic lock,— a most efficient device, absolutely preventing any chance of the front slipping after once adjusting the focus.

Attempts have been made to copy Century Cameras, but that simply emphasizes the merit of our product.

## Petite Automatic Shutter

Is a special design somewhat similar in action to the CENTURY Automatic No. 2. It has both finger and pneumatic release, and operates automatically for instantaneous, time, and bulb exposures. It is fitted with Iris diaphragms, and an index shows the various sized apertures marked in accordance with the United States system.



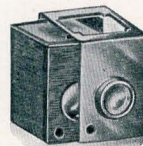
Lens Combinations Separated

## The Lens

Is a CENTURY rapid rectilinear, composed of two single achromatic combinations of equal focus. It is made especially for the PETITE CENTURY, and possesses ample speed for rapid instantaneous exposures, a flat field, fine depth of focus, and good definition, thus fulfilling the general requirements of the photographer.

The illustration shows the four parts or single elements composing a Century Rectilinear Lens.

The Brilliant Finder gives in miniature a perfect reproduction of the picture as reflected in the camera. The image can readily be seen, even in the brightest light. The lenses may easily be removed for cleaning, when desired.



Century Brilliant Finder,  
partly removed from  
mount for cleaning



# "Centurys" and other cameras—the difference



PAPA'S DARLING

I recently purchased one of your Century Grand Cameras. The name is certainly very appropriate. I have been an amateur photographer for twenty years, and can say the Century is the best and finest camera I ever saw.

JOHN A. SCHNEIDER.

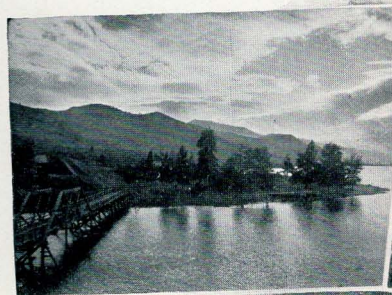
Don't imagine that all cameras are alike. Quite the contrary is true. Any little box covered with leather may look like a camera and even please the eye, but when you see a camera with the name plate "CENTURY" on the front, you are looking at an instrument that has conscience in it—made on honor, as the saying is.

The PETITE CENTURY possesses that exclusiveness of design and individuality which go to make the difference between CENTURY CAMERAS and others—for *there is a difference*. By the co-operation of hand and brain, by the provision of all useful adjustments which go to make a camera something more than a toy, by maintaining the high standard of quality —

## "Century Quality"

—both optically and mechanically, for which our goods are famous, we have succeeded in

producing a line of cameras thoroughly distinctive and which mark an epoch in camera construction.



## “Century” Popularity

CENTURY CAMERAS have not bounded into such general popularity owing to a lack of cameras on the market, but simply because they are *different* from others and occupy a field exclusively their own.

## “Century” Quality—what it means

If you are at all interested in photography, the more you know about CENTURY CAMERAS in general, and the PETITE CENTURY in particular, the better for you — the better for us. Just remember this :—thousands of amateur and professional photographers use them, and every dealer of any prominence in the United States and Canada sells them. If you are not a judge of cameras you must rely upon the maker or dealer. Here is where reputation comes in — here is where “CENTURY QUALITY” counts.

We manufacture and sell cameras and photographic accessories exclusively. We make all the various parts — wood, brass, and leather, from the rough stock, all through to the finished outfit. We *know* just what composes every single part of a CENTURY CAMERA — hence the claim that “CENTURY QUALITY” — the outgrowth of over eighteen years’ practical experience—represents *absolutely the best and highest possible standard.*

**The Century Guarantee :** “If after ten days’ trial and a careful comparison with all other cameras, the CENTURY does not prove in point of design, construction, and finish, better value at anywhere near the same price, it can be returned and the amount paid will be cheerfully refunded.”

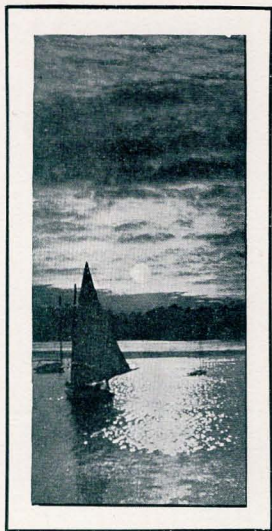
We do not know how it is possible to offer a stronger guarantee,—if we did we would not hesitate to do so. CENTURY CAMERA CO., ROCHESTER, N. Y.



ROSE







## Plates and Film

At the present time there is some contention in the photographic world between the relative merits of plates and film. This should not be, as there is a field for plates, and a field for film.

## Film convenient for Snap Shots — Plates for Real Pictures

For the purpose of picking up "little bits" here and there, film is very convenient, but many times you will encounter particular and special subjects which you will wish to reproduce just as they appear to the eye. *Real pictures* of such subjects cannot be obtained by simply making snap shots at random — no attention being given to the character of the subject, which will more than likely require a particular kind of plate, to say nothing of composing the picture on the ground glass in order to obtain the result sought for — a real picture.

## Plates are made in several speeds — Film only in one

with a roll holder loaded with film. You are then equipped for snap shots — memorandum pictures, as it were — or for serious work. In other words, you have an outfit that will take anything, *and take it right*.

## The Petite Century a Combination Camera

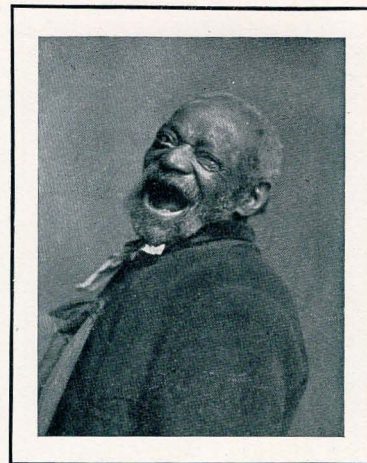
holder is made especially for the PETITE CENTURY, and fits so neatly

Consider the advantage of being able to go out with three or four double plate holders, in which there are plates of different degrees of sensitiveness (film is made in one speed only) camera — one equally well adapted for the use of glass plates and cartridge roll film. The cartridge film

The points of excellence and exclusive features developed by over eighteen years' experience in camera construction distinguish "Centurys" from all others.

that it is practically a part *of* the camera, and not, as with other cameras, a part *to it*. A safety slide is provided, so in case you wish to know exactly how any picture will look on the full sized plate, and be certain of an exact focus, you can remove the film holder without spoiling a film, and see the full sized image on the ground glass focusing screen.

The PETITE CENTURY film holders are all “daylight loaders,” so you have no draw-backs, but every possible advantage.



Yes, sah, I'll hab chicken

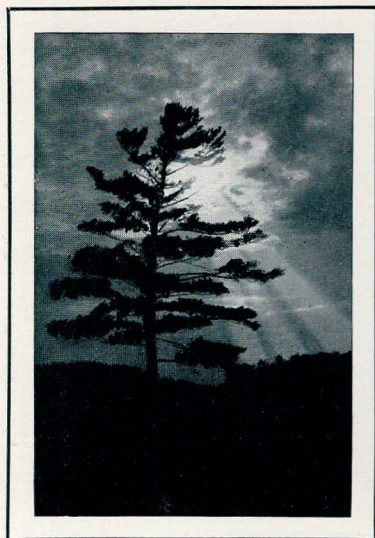
### Opinion of an Expert Amateur    The following extract is from an article written by

Mr. C. G. Adams, Springfield, Ohio, an expert amateur photographer, giving his reasons — and good reasons, too — which are shared by many others, for preferring a combination camera — one that will accommodate both glass plates and roll films.

“The amateur who provides himself with a camera for *film only* is limited in a marked degree as to his ‘taking’ capabilities, and although he may make photographs that at the start appear quite satisfactory, the results are only a foretaste of the possibilities and opportunities for securing *real pictures*, which are open to every amateur photographer possessing a *plate camera* arranged to carry roll film. From my experience with plates and film under varying conditions, and covering a long period of time, I strongly advise the selection of a camera made so that glass plates and films can be used to *equal advantage*. It is a well known fact that plates are far easier to handle in the developer than film. But I fancy I hear some amateur say: ‘That amounts to nothing so far as I am concerned, for I never develop my pictures.’ My reply is that you are missing the most enjoyable and fascinating part of photography. If there was nothing else in the whole art-science than the development of an exposed plate, the photographer would be amply repaid for all the time and care bestowed upon it. Then, too, what a satisfaction it is to know that the exposures you are making when hundreds or perhaps thousands of miles away from home are correctly timed. I once made the mistake of taking on a European trip a camera which only permitted the use of roll film. My one regret ever since has been that I was not better posted at the time, for then I certainly should have selected a combined plate and film camera — and in no instrument is this happy combination so successfully and perfectly accomplished as in the CENTURY CAMERA. I *know* whereof I speak.”

Every Century is sold under a strong guarantee — just as strong as we can make it. Money back if you are not entirely satisfied.





## Petite Century Special

cameras are equipped with the famous Goerz double anastigmat lenses, the merits of which are world-wide, and our No. 1 double pump automatic shutter. We also furnish PETITE SPECIALS with the Bausch & Lomb plastigmat lenses.

Unless otherwise ordered, all PETITE SPECIALS are finished in natural mahogany, the usual leather cover being omitted. *The whole exterior is hand rubbed and handsomely polished* — an innovation in the manufacture of hand cameras.

Occasions arise, when a camera differing in appearance from the regular type is desired — perhaps for a gift — in which case the PETITE SPECIAL in polished mahogany makes a most attractive and beautiful outfit in appearance, to say nothing of its real merit as a picture taker. But we had another idea in omitting the usual leather covering — to show how *all "Century's" are made* — the same inside as out; just as fine material under the leather as on the outside; every corner dovetailed and nicely rounded — proving that our claims for "CENTURY QUALITY" are fully justified.

### PRICE LIST

Petite Century, with one Double Plate Holder . . . . .	\$12.50
Cartridge Roll Film Attachment . . . . .	5.00
Petite Century Special, with Goerz Double Anastigmat Lens, No. 0, Series III, No. 1 Century Automatic Shutter, Cartridge Roll Holder, one Double Plate Holder, and plush lined Sole Leather Case . . . . .	63.00
Petite Century Special, same as above, but with Bausch & Lomb Plastigmat Lens, No. 1. . . . .	60.00
Extra Double Plate Holders, each . . . . .	.80
Sole Leather Case for Regular Petite Century . . . . .	1.75
Sole Leather Case for Regular Petite Century and three Plate Holders or Roll Holder . . . . .	2.25
Shoulder Strap for Case. . . . .	.25
Dry Plates, $3\frac{1}{4} \times 4\frac{1}{4}$ , per dozen . . . . .	45
Cartridge Film, spool of twelve exposures . . . . .	.70



OUR Complete Catalogue,  
giving detailed description  
of all Century Cameras,  
can be obtained free at any  
dealer's for the asking, or  
we will forward it by mail upon request.

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CENTURY CAMERA CO., Rochester, N. Y.