

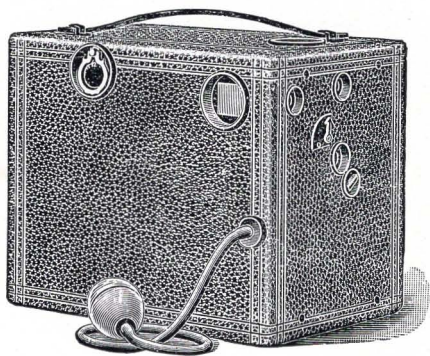


CYCLONE AND ~ ~ ~ WESTERN MAGAZINE CAMERAS

12 PICTURES
IN
12 SECONDS.

MADE BY
ROCHESTER OPTICAL & CAMERA CO
ROCHESTER, N. Y.

CYCLONE
...AND...
WESTERN MAGAZINE
CAMERAS



MADE BY
ROCHESTER OPTICAL & CAMERA COMPANY
ROCHESTER, N. Y., U. S. A.

CONCERNING CYCLONE AND . . . WESTERN MAGAZINE CAMERAS.



PERFECTION in the construction of Magazine Cameras has apparently been reached in the CYCLONE and WESTERN models, for certainly no instruments approach them in simplicity, ease of manipulation and excellence of results obtained, as can be attested by hundreds of enthusiastic amateurs.

Magazine Cameras of various types have been placed before the photographic public for several years, but not until the Cyclone made its appearance did this style of Camera really become popular. Considering the brief time that Cyclone Cameras have been on the market, the remarkable success achieved can be regarded as nothing short of phenomenal.

But the explanation is not difficult.

Cyclone and Western Magazine Cameras are equipped with the best Lenses, Automatic Shutters, in fact everything that we can devise or produce to obtain a perfect picture with the least manipulation. The ease with which a beginner can handle Cyclone Cameras makes possible satisfactory results with but little knowledge of the art of picture taking.

Glass Plates or Film—which?

This is a question oft-times puzzling to the novice in photography. Cyclone and Western Magazine Cameras are arranged to carry twelve Glass Plates.

WITH A CYCLONE—12 PICTURES IN 12 SECONDS.

CYCLONES CONQUER.

Why?

Simply because it has been demonstrated time and again that the average amateur obtains a far greater percentage of perfect negatives from the old reliable glass dry plate. Ask the first amateur or professional friend you meet.

Again, glass plates cost only about one-half to two-thirds as much as film. Moreover, there is only one kind of film for all classes of work. With glass plates you have the choice of several different kinds, each one being adapted to its own particular field of work. There is the ordinary dry plate for regular instantaneous and time exposures, the Non-Halation plate for the purpose of making interiors, and the Isochromatic or Orthochromatic plate particularly adapted for rendering correct color values.

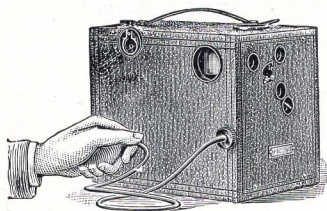
Once more, Cyclone and Western Magazine Cameras are so constructed that any number of plates can instantly be removed after exposure, for the purpose of development, without disturbing the balance. With film, the *whole roll* must be exposed before any portion can be developed.

'Tis true that film is somewhat lighter than glass, but what is a few ounces saved in weight compared with the advantages of plates, aside from the feeling of certainty regarding results which one possesses when operating a Camera loaded with glass plates.

Cyclone Cameras for 1900 contain all modern improvements, and we are confident during the coming season their many meritorious features will strongly appeal to a very large number of amateur photographers.

ROCHESTER OPTICAL & CAMERA CO.

Compact, Light, Practical, Durable—Cyclone Cameras.



THE CYCLONE

MADE IN TWO SIZES:

No. 4, $3\frac{1}{4} \times 4\frac{1}{4}$. No. 5, 4×5 .



THE most complete and reliable Magazine Camera ever produced. We call particular attention to the following new and exclusive features: Detachable bulb release, automatic register, aluminum plate-holders, diaphragms, automatic shutter, unloading attachment, etc.

Bulb Release.—By its use you prevent the possible jarring of the camera, so often the cause of failures, particularly in making time exposures, when otherwise the results would be satisfactory. The 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.

Register.—The register is operated automatically when releasing the plate, the number of unexposed plates being readily determined by the figure on the dial, which is at all times in plain sight of the operator.

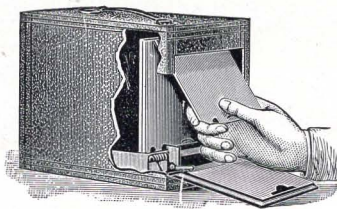
Plate Holders.—These are made of aluminum, the lightest metal known, reducing the weight of the camera to the minimum.

Diaphragms.—Three different openings are available. In connection with this is also a cut-off which, when set, locks the shutter, avoiding any possibility of premature exposures.

PRESS THE BULB AND TURN A KEY—THAT'S ALL.

CYCLONES COURT COMPARISON.

Unloading.—Here the Cyclone again shows its superiority over others, as you can remove any or all of the exposed plates without disturbing or handling those remaining. This is a great advantage as well as a convenience.



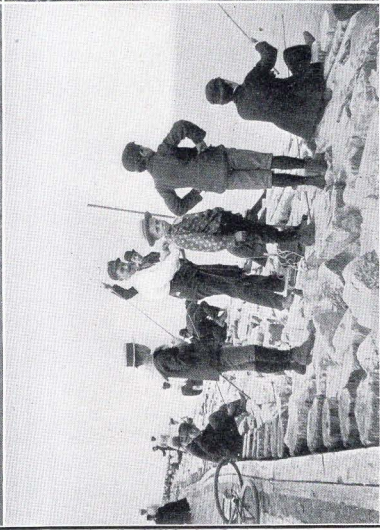
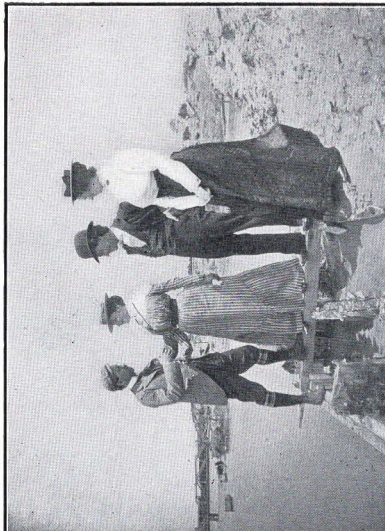
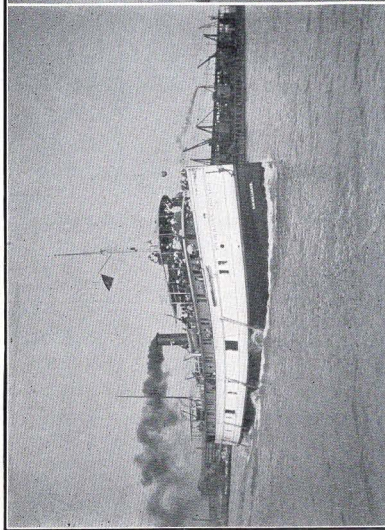
Magazine.—This is stationary, being attached to the inside of the camera, holding the twelve plates firmly and securely. It is loaded through the hinged door at the rear and unloaded from the hinged door at the bottom.

Lenses.—Are of combination achromatic meniscus pattern, consisting of a positive crown glass lens, combined with a negative flint glass lens, corrected for actinic light. No better lens for universal focus work can be produced.

Operation.—“Twelve pictures in twelve seconds.” We desire to impress upon you the extreme simplicity of the Cyclone, for it has fewer parts than any other magazine camera made. You press the bulb to expose the plate and turn a key to place the next in position. That is all—simply two movements. This is a very important point to be considered when buying a camera, for the more adjustments, levers or buttons you have to handle, the more complicated your instrument, and therefore more liable to get out of order.

PRICES.

	3¼ x 4¼	4 x 5
Cyclone Magazine Camera, - - - - -	\$8.00	\$10.00
Cyclone Developing and Printing Outfit, - - - - -	1.50	1.50
Dry Plates, per dozen, - - - - -	.45	.65
Cyclone Compact Tripod, - - - - -	2.00	2.00
Sole Leather Carrying Case, - - - - -	2.50	2.50



REDUCED PHOTOGRAPHS, MADE WITH THE CYCLONE MAGAZINE CAMERA.

THE WESTERN MAGAZINE CAMERA.



THE WESTERN MAGAZINE CAMERA is in reality the original model of the Cyclone, and a description of the latter, so far as general construction is concerned, will apply with equal force to the former.

Western Cameras are very carefully made throughout, every part being of the best material that can be procured. They are covered outside with fine black leather and present a handsome appearance.

The Lens is an exceedingly fine Single Achromatic of universal focus, remarkable for its depth and definition.

The Shutter, operated by a finger release at the side, is our own manufacture, always set, requiring but a touch to make the exposure, and then re-setting itself without further effort. The register is also self-acting, the number of exposed plates being readily determined by a figure on the dial, which is at all times in plain sight.

The Magazine is stationary, being attached to the inside of the camera, and holds twelve plates, enabling the operator to make one dozen pictures without opening the camera. When the plates have been exposed, it is only necessary to open the back, draw out the tray containing plates and remove by merely lifting them off the two supports.

We manufacture Western Magazine Cameras in two sizes, $3\frac{1}{4} \times 4\frac{1}{4}$ and 4×5 .

PRICES.

	$3\frac{1}{4} \times 4\frac{1}{4}$	4×5
Western Magazine Camera, - - - - -	\$6.00	\$8.00
Cyclone Developing and Printing Outfit, - - - - -	1.50	1.50
Dry Plates, per dozen, - - - - -	.45	.65
Cyclone Sliding Tripod, No. 1, - - - - -	1.00	1.00
Sole Leather Carrying Case, - - - - -	2.50	2.50



THE
CYCLONE JUNIOR.

FOR 3½ x 3½ PICTURES.

IN the production of this camera we have endeavored to furnish a first-class practical instrument, possessing the advantages in ease of manipulation and results of many cameras selling for several times its price.

The Cyclone Junior is neat and compact. It makes pictures 3½ x 3½ inches square, and will produce portraits, landscapes, interiors or flash-lights.

It measures 4½ x 5½ x 7 inches; weighs but 15 ounces; carries 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 brilliant square finder for snapshot work; has an achromatic lens of wonderful depth and definition, and our automatic time and instantaneous shutter. A tripod socket is fitted so that the camera may be used for hand or tripod work, as desired.

All complicated adjustments have been dispensed with, and the Cyclone Junior can be manipulated with ease by the youngest amateur.

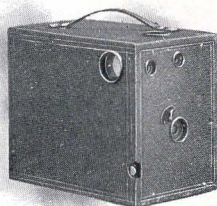
PRICES.

Cyclone Junior Camera, complete with one Double Plate Holder,	-	\$3.50
Extra Double Plate Holders, each,	- - - - -	.85
Cyclone Developing and Printing Outfit,	- - - - -	1.50
Dry Plates, 3½ x 3½, per dozen,	- - - - -	.40
Sole Leather Carrying Case,	- - - - -	2.50
Cyclone Sliding Tripod, No. 1,	- - - - -	1.00

Low in Price but High in Quality—The Cyclone Junior.

THE
CYCLONE SENIOR.

FOR 4 x 5 PICTURES.



THE popularity of this camera is sufficient evidence of its merits. It takes pictures full 4 x 5 inches; has our automatic shutter for time and snap-shot exposures, one button answering for both purposes. It is fitted with two large square view finders, and two tripod sockets.

The fine results obtained with this camera are due to its superior lens. It is universal in focus, being an achromatic meniscus combination, fully covering the plate at all distances from ten feet out, no focusing attachment being necessary.

The Cyclone Senior is compact and light; the measurement is only 5¼ x 7 x 8 inches, and it weighs but 27 ounces. There is room at the back for three double plate holders. Any additional number can be supplied, to increase the capacity without reloading.

Supplies for this camera are a standard size, and can be procured from any dealer in photographic stock. We recommend the Cyclone Senior, and have no hesitancy in saying that there never was so high-grade an instrument offered at so low a price.

PRICES.

Cyclone Senior Camera, complete with one Double Plate Holder,	-	-	-	-	-	-	-	-	\$5.00
Extra Plate Holders, each,	-	-	-	-	-	-	-	-	1.00
Cyclone Developing and Printing Outfit,	-	-	-	-	-	-	-	-	1.50
Dry Plates, 4 x 5, per dozen,	-	-	-	-	-	-	-	-	.65
Soft Leather Carrying Case,	-	-	-	-	-	-	-	-	2.50
Cyclone Sliding Tripod, No. 1,	-	-	-	-	-	-	-	-	1.00

Nothing Better at the Price than a Cyclone Senior.

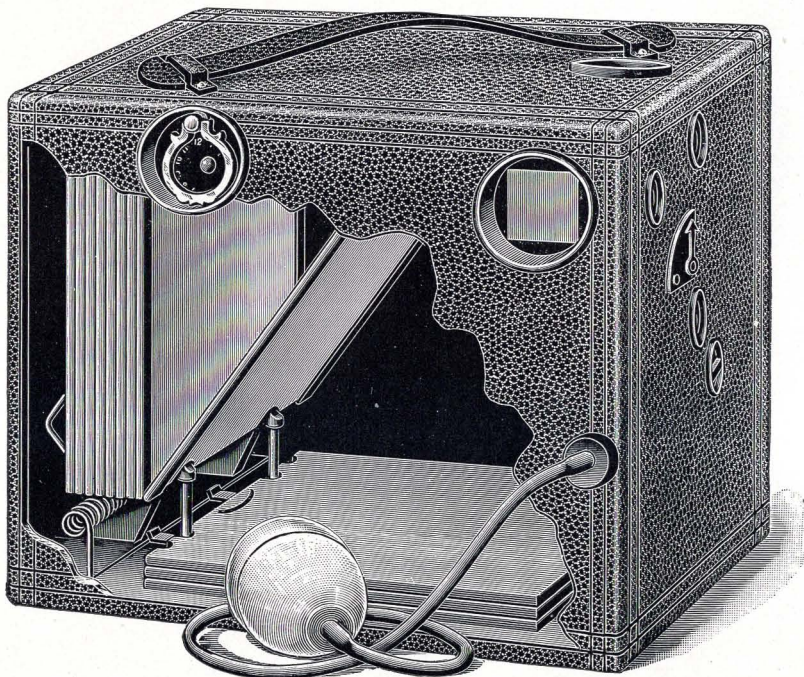


ILLUSTRATION SHOWING INTERIOR CONSTRUCTION OF CYCLONE AND WESTERN
MAGAZINE CAMERAS.



CYCLONE DEVELOPING AND PRINTING OUTFITS.

For the large number of amateurs who prefer not only to "take" pictures, but finish them as well, we have arranged the following complete outfits, comprising all necessary articles for developing the negative and making the print.

OUTFIT No. 1.

3 Fibre Trays,	1 lb. Hypo. Soda,	1 pkg. Velox Paper,
1 Bottle Developer,	1 Ruby Lamp,	1 Tube Developer,
1 Printing Frame,	1 Measuring Glass,	1 Book Directions.

	3 1/2 x 3 1/2	3 1/4 x 4 1/4	4 x 5
Price, neatly boxed,	- \$1.50	\$1.50	\$1.50

SPECIAL OUTFIT No. 2.

This outfit contains a greater variety of accessories than No. 1, also our popular Universal Dark Room Lantern. It includes:

3 Fibre Trays,	1 lb. Hyposulphite Soda,	1 Paste Brush,
1 Bottle Developer,	1 pkg. Velox Paper,	1 doz Card Mounts,
1 Universal Lamp,	1 Negative Rack,	1 Book Directions,
1 Printing Frame and Easel,	1 Tube M. Q. Developer,	1 Squeegee Roller,
	1 Jar Paste,	1 Graduate.

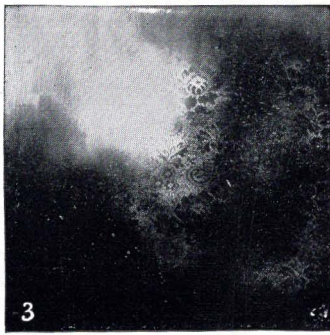
	3 1/4 x 4 1/4	4 x 5
Price, - - - - -	\$2.50	\$2.50

You miss much pleasure by not Developing your Plates.

CYCLONE BACKGROUNDS

...FOR...

HOME PORTRAITURE.



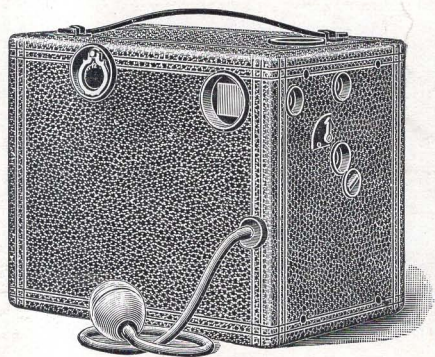
These are special designs made and adapted for home use. They are attached to a roller and can be easily hung upon the wall, giving Professional Rembrandt effect to your portraits, thereby increasing the artistic quality of your work. Painted in oil on heavy canvas, making them durable and artistic.

Nos. 2 and 3, Head grounds, size 4 x 4 feet, each, - \$2.00

No. 4, Scenic ground, size 4 x 6 feet, each, - - - 3 00

A Valuable Addition to Any Outfit—Cyclone Backgrounds.

PRESS
THE
BULB
AND
TURN
A KEY—THAT'S ALL



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MANUFACTURED BY

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