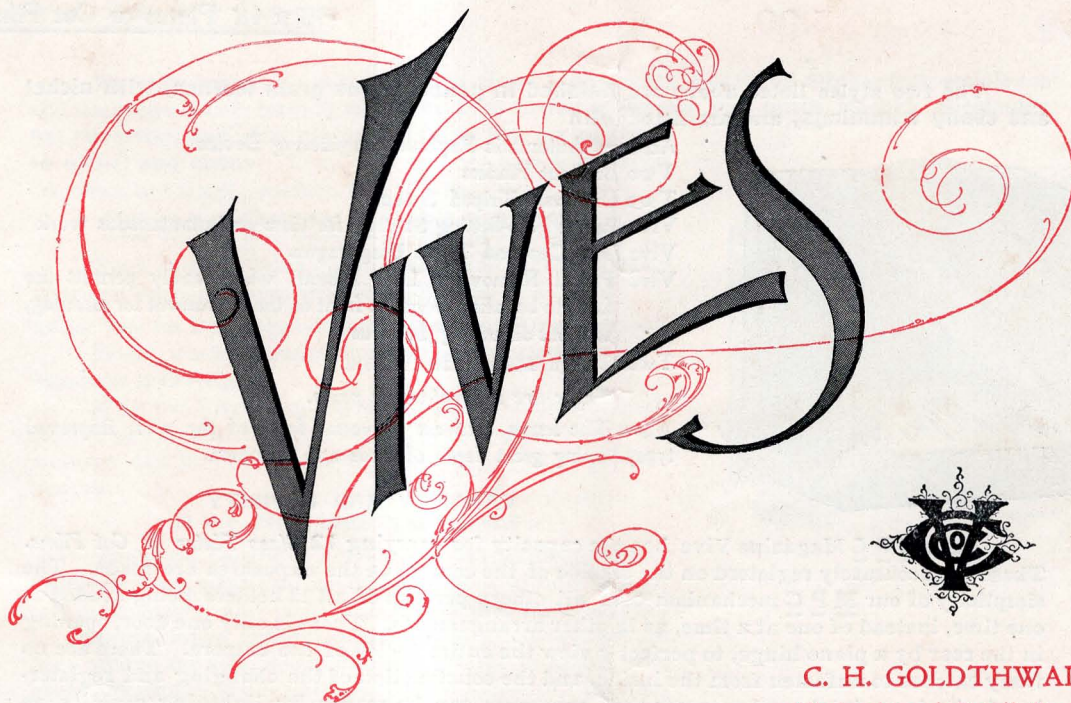


# 1900

**VIVE** is pronounced by  
us as in *REVIVE*, and  
as thus given also in  
late issues of Webster's  
Unabridged.



VIVE CAMERA COMPANY PRESS  
CHICAGO, U. S. A.

**C. H. GOLDTHWAITE**  
*Wholesale and Retail Druggists*  
**BROCKTON and TAUNTON, MASS.**

VIVE LENSES EXCEL EVERYWHERE

# New Mechanical Plate

The only Mechanical Cameras that always change only

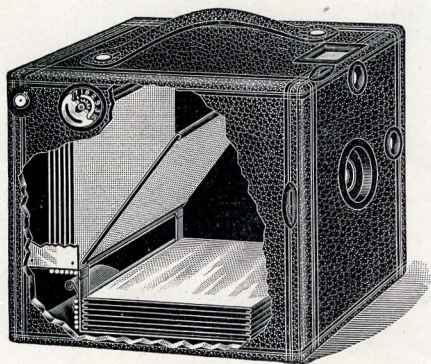
Style VB,  $4\frac{1}{4} \times 4\frac{1}{4}$ , \$6.00

Style VD,  $4 \times 5$ , \$8.00

Any single exposure can be removed from

$3\frac{1}{4} \times 4\frac{1}{4}$  Plates or Cut Films can also

The two styles listed above are finished in genuine gros grain leather, with nickel and ebony trimmings, and are fitted with



Accurate Automatic Exposure Registering Device

Two Brilliant Finders

Two Universal Tripod Sockets

Vive Patent Non-Setting Shutter, for time or instantaneous work

Vive Lens Cap and Three Diaphragms

Vive Patent Removable Lens Mount, which easily permits the Lens to be taken from the front of the instrument for cleaning, without disturbing the focus

Twelve Light Metal Plate Holders.

*There are no protruding parts.*

The lenses used are universal focus of the most improved type, having great depth of focus and definition.

## CAPACITY AND RAPIDITY

Each M P C Magazine Vive has the capacity for carrying **12 Glass Plates or Cut Films**. These are accurately registered on the outside of the camera as the exposures are made. The simplicity of our M P C mechanism over all others permits of all 12 holders being loaded at one time, instead of one at a time, as in other arrangements. There is only one door, opening in the rear by a piano hinge, to perfectly view the entire inside of the camera. There are no fussy catches to unfasten from the inside, and the construction of the changing and registering device is so simple and accurate that exposures can be made with lightning rapidity, as with no other camera made.

$3\frac{1}{4} \times 4\frac{1}{4}$  Glass Plates or Cut Films can be used in each of the four cameras listed on these two pages, thus economizing in the first cost of negatives if desired, by using additional  $3\frac{1}{4} \times 4\frac{1}{4}$  holders which can be supplied for either the  $4\frac{1}{4} \times 4\frac{1}{4}$  or  $4 \times 5$  cameras, as follows:

M P C Metal Holders, per doz.    \$0 50

M P C Aluminum Holders, per doz.    \$0 75



VIVE LENSES MAKE SHARPEST PICTURES

# Changing Magazine Vives

one plate at a time and accurately register the exposures

the Camera without disturbing the rest  
be used in any of these four Cameras

Style V<sub>2</sub>, 4¼ x 4¼, \$8.00

Style V<sub>4</sub>, 4 x 5, \$10.00

We have spared no pains to make these instruments models of mechanical excellence and beauty in finish, **having used the best grade of heavy seal grain leather obtainable for covering, and also highly finishing the metal parts in nickel and ebony.** They, like our V<sub>1</sub> and V<sub>3</sub> Tourist Cameras, are simply perfect, and will be

## OUR M P C CAMERA LEADERS THIS YEAR

Each camera listed on this page is fitted the same as stated on opposite page, with the following additions:

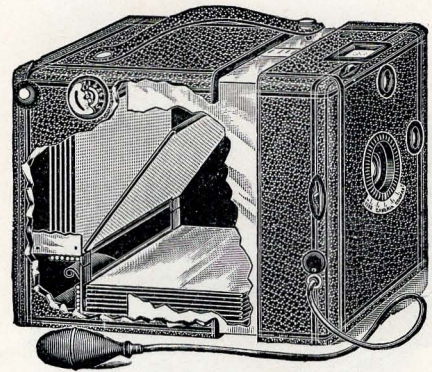
Special Vive Iris Diaphragms, in combination with Removable Lens Mount, which advantage no other magazine cameras have  
Pneumatic Bulb Release

With the Vive Focusing Magazine attachment small objects can be materially enlarged, and large cabinet bust pictures can be readily taken at home, as with no other camera.

## M P C FOCUSING MAGAZINES

The great benefit of a Focusing Magazine for a mechanical hand magazine camera, which is at once practical, inexpensive, and perfect in its results, for **enlarging** and taking large **cabinet bust** photos, has not before been offered for sale, hence we are the first to secure this great advantage to our patrons, and all lovers of the photo art generally.

The cut here shown, so fully explains itself that it is not necessary to further elucidate, except to state that an accurate focusing scale is placed on the top of each of these movable magazines to focus from two feet out.



The V<sub>4</sub> with Focusing Magazine, as  
shown in above cut . . . \$12.50  
With Focusing Magazine and New  
Double Rectilinear Lens . . . 17.50



VIVE LENSES ARE SUPERIOR TO ANY

# New Tourist Magazine

The only Daylight Loading Cameras made for combin

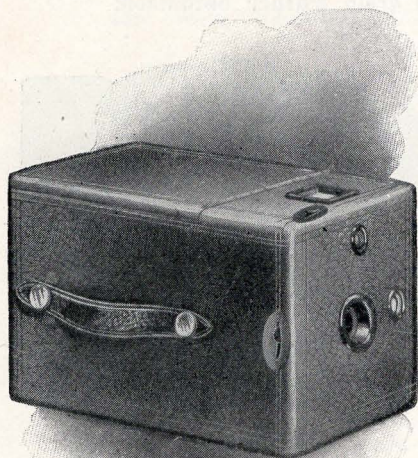
Style **VA**,  $4\frac{1}{4} \times 4\frac{1}{4}$ , **\$6.00**

Style **VC**,  $4 \times 5$ , **\$8.00**

Any Single Glass Plate or Cut Film exposure can be

$3\frac{1}{4} \times 4\frac{1}{4}$  Plates or Cut Films can also be

The cameras listed on this page are finished in genuine gros grain leather with nickel and ebony trimmings, and each are fitted with



A Metal Dividing Slide for accurately counting each exposure made  
Vive Removable Magazine

Two Brilliant Finders

Two Universal Tripod Sockets

Vive Patent Non-Setting Shutter for time or instantaneous work

Three Patent Diaphragms and Lens Cap

Vive Patent Removable Lens Mount, which easily permits the  
Lens to be taken from the front of the instrument for cleaning  
without disturbing the focus

Twelve Light Combination Metal Plate Holders

Our patent Iris Diaphragm, and Bulb Release, at \$1.50 each,  
and the Patent Focusing Magazine, at \$2.50, can be attached at any  
time to styles **VA** and **VC**. There are no protruding parts.

The lenses used are universal focus of the most improved  
type, having great depth of focus and definition.

## LATITUDE AND CAPACITY

This type of camera (Tourist Magazine) permits of a  
greater latitude of work, and thus offers more advantages  
to the user than any other camera construction. **It is es-  
pecially desirable for tourists**, being compact, light, sim-  
ple and sure of operation, and having a capacity for over

**100** exposures at one loading, which can be made unlimited in number by using the Vive  
Daylight Loading Magazines. The **Vive Removable Magazine**, with which each camera is  
fitted, will hold from **1** to **36** "S. R. V." backed plates, or **1** to over **100** "S. R. V." backed  
cut films without holders. For using **unbacked** plates or films, of any size smaller than the  
largest advertised, each camera is fitted with one dozen combination metal holders.

The **Vive Daylight Loading Magazines** for plates and cut films, and Cartridge Roll  
Holders for roll films are adapted to all four cameras, as listed on both pages, and are inter-  
changeable with the Removable Magazine, and are charged for extra, as listed on **page 24**.



VIVE LENSES ARE THE MOST BRILLIANT

# Daylight Loading Vives

ed Glass Plates, Cut Films and Cartridge Roll Films

removed from the Camera without disturbing the rest  
used in any of these four Cameras.

Style V1,  $4\frac{1}{4} \times 4\frac{1}{4}$ , \$8.00

Style V3,  $4 \times 5$ , \$10.00

We have spared no pains to make these instruments models of mechanical excellence and beauty in finish, having used the best grade of heavy seal grain leather obtainable, for covering, and also highly finishing the metal parts in nickel and ebony. They are simply superb, and will be

## OUR TOURIST CAMERA LEADERS THIS YEAR

Each camera listed on this page is fitted the same as stated on opposite page, with the following additions: Iris Diaphragms, in combination with Removable Lens Mount, which advantages no other Magazine Cameras have  
Pneumatic Bulb Release

The Vive Patent Focusing Magazine can be attached to either at any time desired, at \$2.50 additional. With this valuable attachment small objects can be materially enlarged, and large cabinet bust pictures can be readily taken at home, as with no other camera.

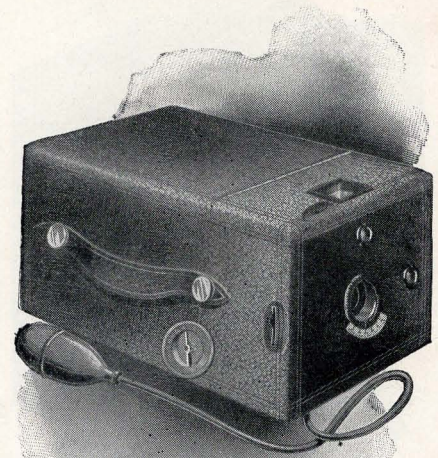
## FURTHER DESCRIPTION

These two cameras have every advantage, and are the same in every way as styles VA and VC, listed on the opposite page, including all that is stated under the heading of "Latitude and Capacity," with the additional advantages of not only being covered with heavy seal grain leather, but also fitted with Plate Holders, Iris Diaphragms and Bulb Release, listed above.

Glass Plates or Cut Films  $3\frac{1}{4} \times 4\frac{1}{4}$  can be used in each of the four cameras listed on these two pages, if desiring to economize in the first cost of negatives. In the two  $4\frac{1}{4} \times 4\frac{1}{4}$  sizes Vive backed plates or films can be used without holders. Additional  $3\frac{1}{4} \times 4\frac{1}{4}$  holders can be supplied for either the  $4\frac{1}{4} \times 4\frac{1}{4}$  or  $4 \times 5$  cameras, as follows:

Tourist Metal Holders, per doz. 30c.

Tourist Aluminum Holders, per doz. 50c.



The V3 with Focusing Magazine, as  
shown in above cut . . . \$12.50  
With Focusing Magazine and New  
Double Rectilinear Lens . . . 17.50



VIVE LENSES ARE SCIENTIFICALLY PERFECT

# Two New Amateur Marvels in

For Multiple Single View, Contact

**V5, 3½ x 6¾, Tourist Style, \$15.00**

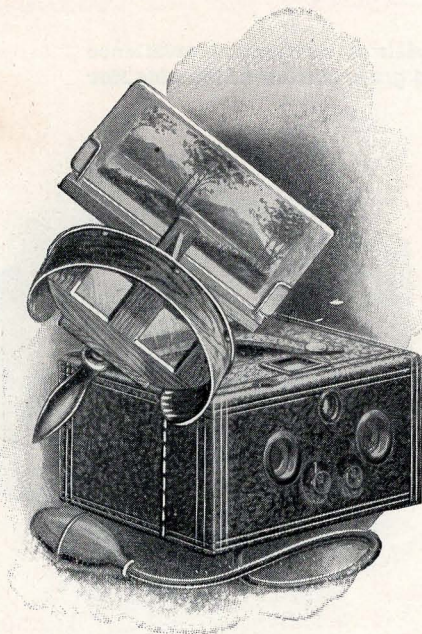
Any single exposure can be removed from

As a compact and light little instrument with which a very large number of exposures can be made at one loading, on either Glass Plates or Cut Films, this camera has no equal. From 1 to 100 single 3½ x 3¾ pictures can be taken without reloading, or 50 Stereoscopic views, or part of each.

There is no camera which is so well adapted to making direct printing lantern slides as this one, except our new Twin Lens Mechanical Plate Changing Vive, listed on the opposite page. The lenses are of the most rapid, and of a very wide angle, and from the extensive sales and the practical use to which this camera has already been put, there has been no improvement to suggest. It will take pictures with equal satisfaction, side by side with any double view instruments on the market that sell from \$80.00 to \$125.00, and is **superior as to size of plates**, both on account of the less expense of same, and because the larger cameras, which take a 5 x 7 size, do not give near the wide angle range of view, nor permit of contact lantern slide printing.

Each instrument is fitted with

- Two Lenses, highest type of universal focus, accurately paired
- One Brilliant View Finder
- One Universal Tripod Socket
- Vive Patent Removable Lens Mounts
- Twelve Light Metal Holders for unbacked plates and films
- One Dividing Slide for separating and counting the exposures
- Vive Patent Lens Caps and Three Diaphragms
- Double Acting Bulb Release with three feet of tubing
- Vive Patent Non-Setting Shutter



The amateur may ask what the advantage of a Twin Lens camera is over one with a single lens, and may have thought that it simply secures two pictures at one exposure, while the other takes only one. But this is not at all the fact as to the results attained. The real object is to produce what is called "Binocular Vision." In other words, it takes a camera with two suitable lenses at the proper distance from each other, and the reversal of the two pictures when mounted, to get a result, which, when viewed through a stereoscope, gives the same solidity and realistic position that the two eyes of a person see in nature.



VIVE LENSES MAKE LIFELIKE PICTURES

# Magazine Twin Lens Vives

Lantern Slide or Stereoscopic Views

the Camera without disturbing the rest.

**V6,  $3\frac{1}{2} \times 6\frac{3}{4}$ , M P C Style, \$15.00**

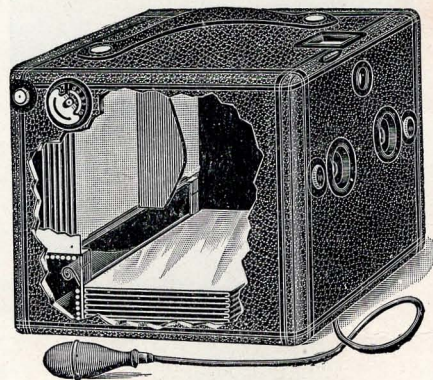
Since placing our increasingly popular **M P C** Magazine Vives on the market, we have had so many calls for a similar Mechanical Twin Lens Camera that we have perfected and manufactured the one in the cut here shown. It has all the advantages of our Tourist Magazine Twin Lens Vive, set forth on the opposite page, as to being able to do contact lantern slide printing, and of using  $3\frac{1}{2} \times 6\frac{3}{4}$  plates, which cost so much less than other large and clumsy  $5 \times 7$  plate cameras for double view work, and which are not, like Vives, suited to contact lantern slide printing, as also already set forth on the opposite page.

Each instrument is fitted with  
Two Lenses, highest type of universal focus, accurately paired  
One Brilliant View Finder  
One Universal Tripod Socket  
Vive Patent Removable Lens Mounts  
Twelve Light Metal Holders for unbacked plates and films  
Accurate Automatic Registering Device  
Vive Patent Lens Caps and Three Diaphragms  
Double Acting Bulb Release with three feet of tubing  
Vive Patent Non-Setting Shutter

This instrument is constructed and finished in every particular like our **M P C** Styles **V2** and **V4**, except that it has two accurately paired lenses and one finder. and is so built as to allow of taking either single or double views at the will of the operator, and thus affords the convenience of being able to take either **24** single  $3\frac{1}{2} \times 3\frac{1}{4}$ , or **12** stereoscopic views, or each alternately, as desired.

## **EITHER $3\frac{1}{2} \times 6\frac{1}{2}$ OR $3\frac{1}{2} \times 6\frac{3}{4}$ GLASS PLATES OR CUT FILMS**

can be used in both the Twin Lens Vives listed on these two pages. We simply changed the length from  $6\frac{1}{2}$  to  $6\frac{3}{4}$  inches in order to accommodate the popular  $6\frac{3}{4} \times 3\frac{1}{4}$  size used in England, in order to have the length right, thus enabling us to easily accommodate the smaller width and length. The English size is another good evidence that a smaller, rather than the large  $5 \times 7$  size, is best, as we have before stated. Hereafter we shall fill all orders for plates and films with the  $3\frac{1}{2} \times 6\frac{3}{4}$  size plates at price listed for  $3\frac{1}{2} \times 6\frac{1}{2}$ .



V6, M P C STYLE



A PERFECT 5 X 7 UNIVERSAL FOCUS VIVE LENS

# Compact 5 x 7 Tourist Magazine Vive

The only Practical Multiple 5 x 7 Magazine Camera

Style V7, 5 x 7, \$15.00



Any single exposure can be removed from the Camera without disturbing the rest

This is the only 5 x 7 Magazine Camera on the market with which either 12 Backed Glass Plates or 50 Backed Cut Films can be carried and exposed in the camera without holders. We have recently fitted this instrument with a lens that cannot be excelled short of an anastigmat. It is simply perfect, and fully warranted. This camera is fitted with

- A Metal Dividing Slide for accurately counting each exposure made
- Two Brilliant Finders
- Two Universal Tripod Sockets
- Vive Patent Focusing Magazine
- Vive Patent Non-Setting Shutter for time or instantaneous work
- Iris Diaphragms in combination with Removable Lens Mount
- Pneumatic Bulb Release
- Twelve Combination Metal Plate Holders.

The construction and finish is exactly the same as our Tourist styles V1 and V3, with the exception that it is not daylight loading, and is fitted with a Vive Patent Focusing Magazine.

## PHOTOGRAPHIC SUPPLIES

### S. R. V. Cut Films, backed or unbacked

3 1/4 x 4 1/4 . . . . .	\$0 55
4 1/4 x 4 1/4 . . . . .	75
4 x 5 . . . . .	80

### S. R. V. Glass Plates

2 1/2 x 2 2/3 Souvenir, per doz. . .	\$0 30
3 1/4 x 4 1/4 . . . 45 4 x 5 . . .	65
4 1/4 x 4 1/4 . . . 60 5 x 7 . . .	1 10

### Print Out and Developing Papers 2 doz.

Vive Pearl.....2 1/2 x 2 2/3, 20c.	3 1/4 x 4 1/4, 20c.
Vive Carbon Matt...2 1/2 x 2 2/3, 25c.	3 1/4 x 4 1/4, 30c.
Vive Blue Print....2 1/2 x 2 2/3, 20c.	3 1/4 x 4 1/4, 20c.

### Vive Complete Outfits, for Devel'g, Print'g and Toning

No. 0 A. For 3 1/2 x 3 1/2 plates . .	\$2 00
" 1 A. For 4 x 5 plates . . . . .	2 00
" 2 A. For 3 1/4 x 4 1/4 or 4 1/4 x 4 1/4 . .	2 00
" 1. Stereoscopic . . . . .	3 00

### Vive Tripods.

No. 1 2-joint Folding, each, . .	\$1 00
" 2 " Sliding, each . . . . .	1 50
" 3 3- " " each . . . . .	3 00

2 doz.	2 doz.	2 doz.	2 doz.	2 doz.
4 1/4 x 4 1/4, 25c.	4 1/4 x 4 1/4, 25c.	4x5, 25c.	5x7, 60c.	
3 1/4 x 4 1/4, 30c.	4 1/4 x 4 1/4, 30c.	4x5, 30c.	5x7, 60c.	
4 1/4 x 4 1/4, 25c.	4 1/4 x 4 1/4, 25c.	4x5, 25c.	5x7, 35c.	



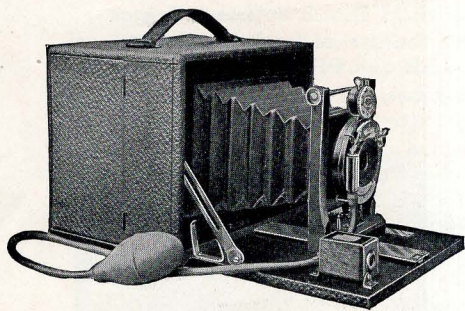
# 1900 *Vive* Line of Mahogany Folding Cameras

We are certain there will not be presented for sale during the season of 1900 a more complete and handsomely finished line of folding cameras, with every equipment of the highest order, for taking all classes of pictures, than we herein present; and we desire to have it distinctly understood that we fully guarantee every camera we send out to be perfect in every detail of manufacture. Each of the cameras herein listed are fitted with two tripod sockets and reversible finders. A fine Carrying Case is included in the price of all Cycle Cameras listed herein. (It has a capacity for camera and five holders.)

*Magazine Style AA and Cycle Style BB, 4 x 5, \$10.00 each*

*Cycle BB, 5 x 7, \$15.00*

*Magazine Style CC and Cycle Style DD, 4 x 5, \$12.00 each*

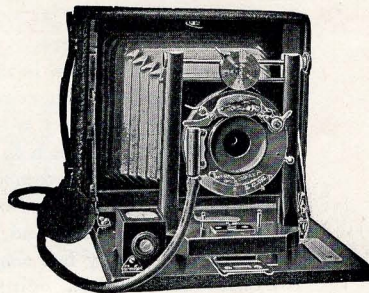


Magazine Style AA

sockets, and reversible finders. Each camera is fitted with one 4 x 5 double featherweight plate holder and accurate focusing scale. The shutter is also mounted on a rising and falling front, and in fact, they are as perfect in finish and convenience for taking pictures as it is possible to conceive for the very low price at which these elegant cameras are sold, and which is at least \$2.00 less on each instrument than any other camera of a similar make and finish.

The two cuts first shown as Styles AA and BB at \$10.00, also represent Styles CC and DD at \$12.00, and are identical in finish and fittings in every particular, with the exception that Styles AA and BB are fitted with Single Achromatic Lenses, while Styles CC and DD each have Double Symmetrical Lenses instead, both being exceedingly fine, and are mounted on a perfect Automatic Bulb Release Shutter, which is used on all four.

The cameras are elegantly covered in Seal Grain finish, with highly polished mahogany, equal to the highest priced foldings listed. They each have two tripod



Cycle Style BB



*Magazine Style EE, 4 x 5, \$14.00*

*Cycle Style FF, 4 x 5, \$14.00*

*Mag. EE, 5 x 7, \$18.00*

*Cycle FF, " \$18.00*

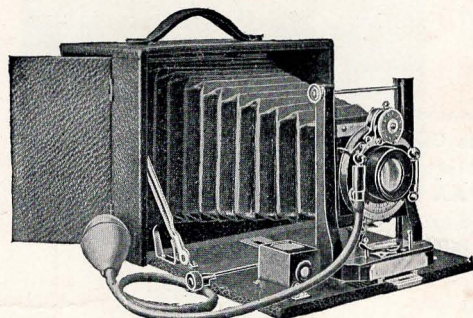
*Mag. 6½ x 8½, \$35.00*

Styles EE and FF, at \$14.00, are also illustrated by the cuts AA and BB, which, in addition to being of the highest polished mahogany finish, as stated above, and having all the advantages named above for the first four styles, are provided with the additions of a Single Swing Back and a Double Front Movement (except Cycle FF, which does not have single swing) having the advantage of a horizontal side movement as well as the perpendicular up and down, and above all are fitted with the noted Bausch & Lomb Double Automatic Unicum Shutter, at only the slight additional cost of \$2.00 over each of the styles CC and DD.

*Magazine Style GG and Cycle Style HH, 4 x 5, \$20.00 each*

*Mag. GG, 5 x 7, \$29.00*

*" " 6½ x 8½, \$40.00*



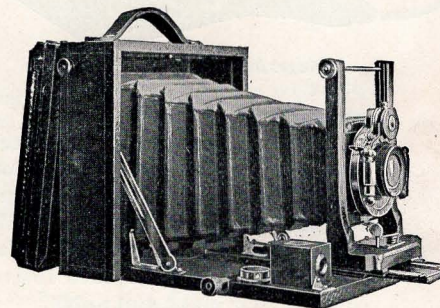
Magazine Style GG

The general finish of Styles GG and HH, at \$20 00, is the same as we have stated above, and are both elegantly equipped folding cameras. Style GG is fitted with all the advantages of a Double Swing Back, Bausch & Lomb Unicum Double Automatic Shutter, and double front lens movement, etc., and thus differ from Styles EE and FF in that they have a double instead of a single swing back, and a rack and pinion focusing movement. Style HH is fitted the same as GG, except it has Reversible Back instead of Double Swing. These cameras should list not less than \$22.50, but like all the preceding styles are from \$2.00 to \$2.50 below the list of other manufacturers for the same grade of instrument.

*Cycle Style II, 4 x 5, \$25.00*

*5 x 7, \$32.50*

Style II at \$25.00 is the most practical cycle camera for the money sold this season, since the price is moderate and the value in every other respect the greatest, it being finished with Bausch & Lomb Unicum Shutter and Double Symmetrical Lenses and combined Pneumatic Bulb Release and time device, as shown in illustration. It also has the double front movement and rack and pinion focusing device, with reversible back, and a very free single swing back, as illustrated in the cut, each camera being also supplied with a perfect level immediately behind the reversible finder.



Cycle Style II



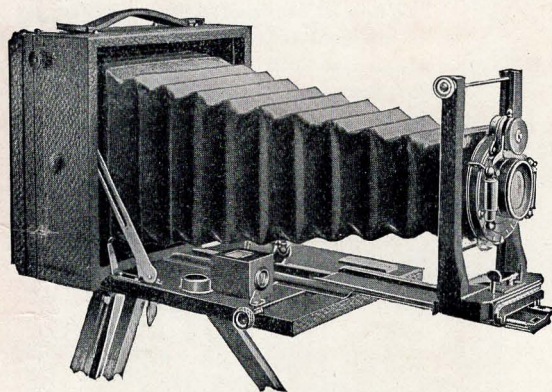
*Cycle Style JJ, 4x5, \$28.00*

*5x7, \$35.00*

Style JJ, Cycle, at \$28.00, is the same in every particular of description as styles II, in that it is provided with Unicum Double Automatic Shutter, and is fitted with Long Focus Lenses and Long Extension Bellows to match, at only the slight additional cost of \$3.00.

*Magazine Style KK, \$40.00*

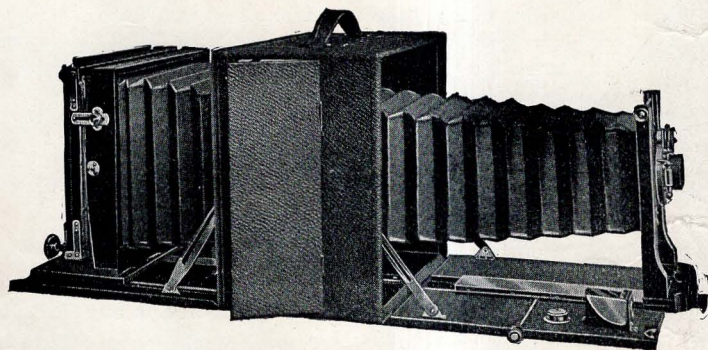
Style KK. In connection with this camera we cannot say any more as to the general elegant finish of the mahogany and covering and all the metal fittings than we have above for all the other cameras, since there is no difference in any of the cameras herein listed as regards the beautiful metal finish and the general mechanism in every particular. The cut itself represents the style of the camera, showing a back and front focus type which gives an exceptionally long bellows with both front and back focal adjustment, which works with the



Cycle Style JJ

utmost accuracy and smoothness, the front being provided with a rack and pinion which permits of the most delicate focusing. The movements in the rising, sliding and falling fronts are all of the most liberal range, and are controlled by new devices of the greatest effectiveness and simplicity.

The reversible back enables one to make either vertical or horizontal pictures without changing the position of the camera, as is the case with any of the reversible



Magazine Style KK

back styles previously listed, and of course this camera is of the double swing back type. It is provided with a bellows, view finder and level, which cannot fail to be appreciated by all who use the same.



When it is desired to only use the front focus the bed is dropped to right angles with the case. The case is provided with two doors, one on the top and one on the side of the camera, for inserting the plate holder when the instrument is used for either horizontal or vertical



Style KK. Showing Dropped Front

We would call combinations of the secured, as per the fol-tude and efficiency to this

Front Combination  
Extra Rapid Rectilinear  
Telephoto . . .

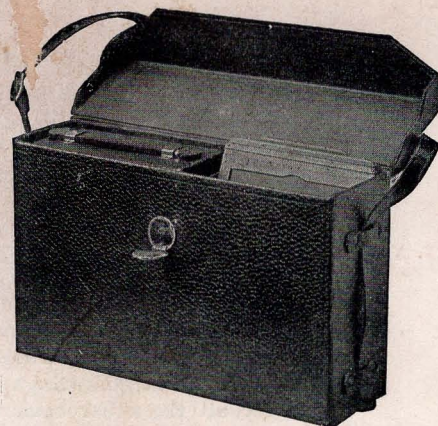
This camera has a carrying capacity of three double holders, one of which is furnished at the price listed.

views. Each instru-ment is also fitted with the latest type of telephoto lens of a focus to utilize the entire bellows, which is the longest for the various sizes ever fitted to a hand camera. This camera is also designed so that a wide angle lens can be used with the

same, in which case the front bed may also be dropped, as shown in the cut.

attention to the fact that by different two lenses four distinct focuses may be lowing table, which gives particular lati-instrument.

Back Combination		Focal Length	
Extra Rapid Rectilinear	.	7 1/4 inches	
" "	"	9 "	
" "	"	15 "	
Telephoto	.	23 "	



A Carrying Case similar to one here shown is supplied with all Cycle Cameras in accordance with value of camera

Style KK is also made in 5 x 7 size at \$50.00, 6 1/2 x 8 1/2 size at \$60.00, and 8 x 10 size at \$70.00

**WIDE ANGLE LENSES**—Each of the Folding Cameras above listed, commencing with Style EE, can be fitted with **Wide Angle cells** made to screw into the Unicum Shutters interchangeably with the Symmetrical Lens sold with the cameras, at \$6.50 for the 4 x 5, \$8.00 for the 5 x 7, \$10.50 for 6 1/2 x 8 1/2, and \$4.50 for the 8 x 10 size.

	4 x 5	5 x 7	6 1/2 x 8 1/2	8 x 10
Extra Holders, each	\$1 00	\$1 25	\$1 50	\$1 75
Cartridge Roll Holder, each	5 00	6 50		