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CAMERA — possible only in this age of great inventions; dependent for its being on modern possibilities in design,

new methods of manufacture and materials unknown a decade ago, all of which have conspired to perfect it—a monument to experience, ability and progress—the ideal instrument; the crowning achievement of creative genius in camera construction.



Snappa Closed



ONCEIVED in the brain and wrought by the hand of recognized optical and mechanical experts; built in the

Camera City of the world, its introduction marks a mighty stride in photographic progress, opens up a new era in picture making; the embodiment of mechanical precision, it has less mechanism to be manipulated in making an exposure than any other photographic instrument.



Snappa Picture



HE most superb creation of photographic genius; the epochmaking camera; the photographic appara-

tus that human effort has striven years to attain; the camera which has made picture taking such an easy and simple operation that it is possible for the novice to produce artistic results the very first time he tries; the camera that takes pictures with a precision heretofore unknown in snapshot work.



Snappa Open

# S m a p p a



DMITTING of no comparison with other photographic apparatus; easily superior to all in its speed of operation, simplicity

and ease of manipulation, its uniform excellence and the pictures it produces; operated in all positions and under all conditions.



Snappa Portrait



RAUGHT with great promise to all who wish to make pictures; solving at once the problem of pop-

ular photography; simplifying a multiplicity of processes; sweeping away the confusing technicalities, the uncertainties, the annoyances that have so long prevented those who have little time to devote to the art from taking up photography; perfectly adapted to every phase of the art—portraiture, interiors, flashlights; the instrument everyone may appreciate and enjoy.



Snappa Magazine drawn out



CAMERA that reduces photography to a positive art; a camera that reloads in daylight with an extra magazine (containing

twelve plate or twenty-four film exposures) most expeditiously; a camera that has never been approached for convenience or speed in daylight loading; a camera that is the joy of the tourist and pleasure seeker, the pride of the expert and professional.



**Snappa** Snapshot

Smappa



O be regarded as practically a pocket camera, yet carrying twenty-four film exposures or twelve

plate exposures. The operator has the choice of plates or film plates being recommended where the most delicate and perfect photographic effects are sought, film when an extended journey is contemplated; a camera which is indeed a revelation—an education in the possibilities of photography.

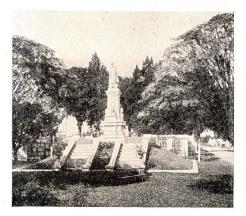


Snappa Magazine



ULTIPLIES infinitely the possibilities of pleasurable and profitable photography; an instru-

ment with which one may produce the masterpiece intended for the photographic salon, or record the chance and passing view; takes practically continuous pictures when desired; is approached by no camera for speed of manipulation—almost an automatic instrument.



Snappa Picture



OON to be the household word in photography; permits exposures of plates or film to be developed as soon as

made without injury to the exposed plates or film in the camera; the perfect photographic instrument the marvel camera of the age.



Snappa Carrying cases

Smappa

#### Design, Construction, Equipment



UILT in the most completely equipped as well as the largest plate camera factories in the world, by expert mechanics who

have spent a lifetime in camera making, **Snappa** is perfect in every detail of manufacture. It is a triumph of skill, intelligence and good material.

Snappa makes  $3\frac{1}{4}x_4\frac{1}{4}$  pictures, the most economical and desirable size for amateur work—the size especially suited for lantern



Snappa Vista

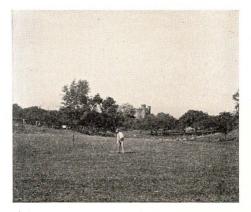
slides and for purposes of enlargement. There are no limitations to the scope of the work **Snappa** accomplishes. Though designed as a hand camera, it has two sockets adapting it to use with a tripod. The length of draw readily adapts **Snappa** to portrait work without the necessity for any portrait attachment. Indeed, **Snappa** offers possibilities to professional and amateur alike in every field of photographic effort.

Snappa is simple but unique in design. It is a model of strength and compactness, embodying all the features found of value as an aid to the making of perfect pictures. The magazine and the mechanism controlling it is the crowning glory of Snappa-its most distinguishing feature. The magazine is a component part of the camera. When loaded it contains twelve plates or twenty-four films which are presented automatically for exposure. One motion takes the picture, one motion does it all.

Constructed of aluminum, mahogany and sheet steel, covered with the finest seal grain leather, **Snappa** is a most charming and

dainty little instrument. It is a folding camera and has a rising and falling as well as sliding front, rack and pinion focusing adjustment, and brilliant hooded view finder. **Snappa** has a special dial registering device and an automatic stop at universal focus, features of excellence peculiar to this camera.

**Snappa** is equipped with the new Auto Shutter, permitting time, bulb and instantaneous exposures. This Shutter is compact and simple of manipulation, not only combining the automatic feature but the retarding device as well. Exposures may be timed from I-IOO part of a second, or intervening fraction



Snappa Applied to golf

thereof, to one second; time and bulb exposures of any duration.

The Planatograph Lens, which is fitted regularly to **Snappa** is one of the optical successes of the year. It was designed and perfected under our own special supervision. For the general purposes of photography it meets every requirement. It is of the double symmetrical type, free from internal reflections, with equal illumination of the field, and covers the plate most admirably.

Extra magazines for Snappa will be furnished with the camera or may be purchased at the dealer's, loaded and ready for use. These magazines are made to contain twentyfour film exposures or twelve plate exposures. They are perfectly light, tight and readily carried in the coat pocket until needed. They do away with the necessity of the dark room in loading and unloading the camera. Equipped with a Snappa outfit, consisting of Snappa and an extra magazine the operator is prepared to make all the exposures necessary to the full enjoyment of an extended vacation or even a trip abroad.

**Snappa** may be reloaded in daylight with the extra magazine in much shorter time than it takes to reload any daylight loading camera now on the market. The reloading involves simply the unlocking and withdrawal of the exhausted magazine and the substitution of a fresh one.

A handsome sole leather carrying case lined with velvet will be furnished with **Snappa** at a slight increase in cost. We also make a carrying case, accommodating the camera and one extra magazine, which is manufactured of sole leather and lined with velvet.



**Snappa** Landscape

Smappa

### Specifications

Dimensions,  $5\frac{3}{4} \times 4 \times 3\frac{1}{2}$ .

- Draw, Five and one-half inches, automatic stop at universal focus.
- Box, Solid Mahogany, highly polished and dovetailed, covered with the best seal grain leather, bed and back being made of aluminum.

Metal Equipment, highly nickeled brass. Bellows, red Russia leather, lined with gossamer cloth. Front, rising and falling and sliding.

Lens Board, aluminum.

Rack and Pinion, focusing attachment.

Finder, brilliant, hooded view finder.

Tripod Sockets, two.

Shutter, Auto, with bulb and hose attachment.

Lens, Planatograph.

Dial, automatic registering.

Magazine, with twelve plate or twenty-four film carriers.

#### Prices

Camera Complete with Planatograph Lens,						\$25.00	
" "			Goerz Series III Lens,			51.00	
"	"	.4:	Plastigmat Lens, .			48.00	
6.6	"		Voigtlaender Collinear				
	ns, .						53.50
Extra Magazine, .					14		5.00
Carriers (plate or film),							.10
" "			per d	ozen,			1.00
Carrying	g Case fo						2.50
	" " "		and	l extra i	magaz	ine,	3.50

#### Rochester Optical & Camera Company Rochester, N. Y.



