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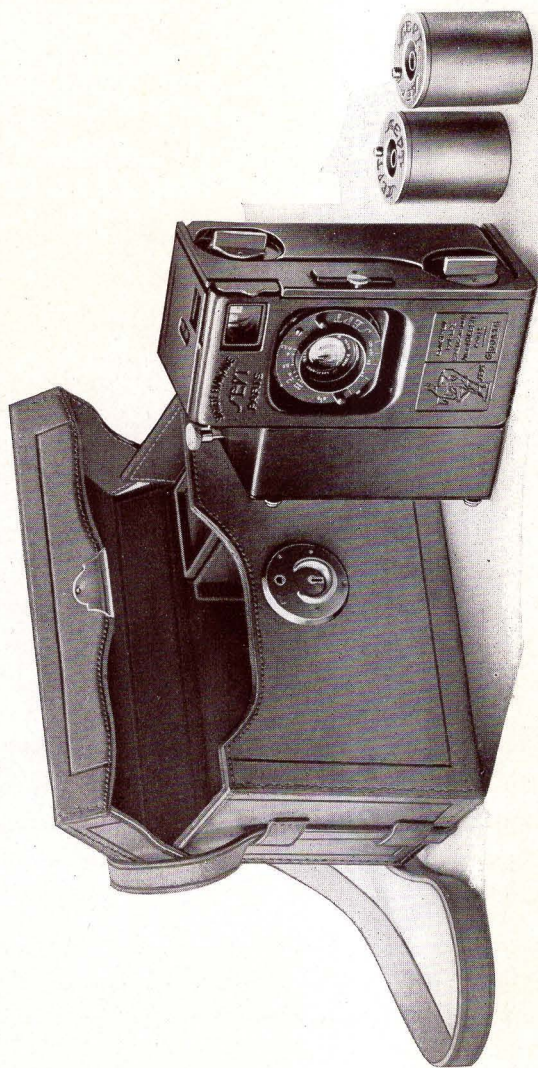
*“Sept”*

*The Last Word  
in Photographic Cameras*



*Made in* PARIS, FRANCE  
By SOCIETE FRANCAISE SEPT.

*Distributed by*  
HERBERT & HUESGEN CO.  
18 East 42nd Street, New York City



*The "Sept"*

## The "Sept"

THE "Sept" is a wonderful automatic Cinematograph or Motion Picture Camera that is also equally suitable and practical for making single pictures such as are made with the ordinary Kodak or Camera.

The "Sept" is equipped with a high grade anastigmat lens of 2 inch focal length with the ultra high speed of F 3.5, fitted in a micrometer mount, engraved with both an Iris Diaphragm and a focusing scale, which latter can be set at Universal Focus. The "Sept" is focused sharply at an object as close as 12 inches. Negatives made with the "Sept" are microscopically sharp and make bright snappy prints by contact, as well as enlargements and lantern slides.

The "Sept" uses standard size Eastman motion picture film in 18 ft. lengths, packed in neat metal containers. After developing and printing, a number of these lengths can be cemented together for projection with any standard size motion picture ma-

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*The "Sept" Camera is loaded in daylight with no more care than the average film camera.*

## *G h e " S e p t "*

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chine. At will the operator can also take 250 separate pictures size  $\frac{3}{4} \times 1$  inch.

The "Sept" is made of metal throughout. It consists of 2 sections or parts; **The Body**, containing the lens and film moving mechanism, and two film magazines; and **The Outer Case** which contains the Spring Motor, which drives all the movements to obtain "Stills" and "Movies," which is easily attached and detached to and from the Body by means of four knurled screws.

The "Sept" measures only  $4 \times 5 \times 6\frac{1}{2}$  inches, and weighs less than 4 pounds making it small enough to carry in the coat pocket.

The Motor Mechanism is built on the clock work principle and is easily and quickly wound by a fixed key on the outside of the case.

The "Sept" is operated for "movies," snapshots and time exposures (according to indicator)

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*The "Sept" Camera takes about 18 feet of motion film standard size and standard perforation.*

## *T h e   " S e p t "*

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by pressing a button which is conveniently located on the body of camera. An automatic indicator shows number of pictures taken.

A sliding shutter is provided which permits direct focusing on the film, when doing close up work, and also the use of the "Sept" as an enlarger.

A brilliant compound direct view finder built into the body of the "Sept" is equally practical and convenient for both vertical and horizontal "still" pictures.

An ingenious means is provided for printing either single or multiple pictures from Negative to Positive Film.

The "Sept" can be loaded and unloaded in daylight by means of special light proof metal film magazines, which open and close within the camera by means of a turn key attachment on the outside of camera.

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*The "Sept" Camera is equipped with a high grade Anastigmat Lens, Speed F:3.5, and produces pictures of a sharpness comparable to results obtained with the best professional motion picture cameras.*

## *T h e   " S e p t "*

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The "Sept" is beautifully finished in Black enamel with polished nickel trimmings. It is built like a high grade watch, each piece accurately made and fitted. All bearings run in oil. With ordinary care and attention the "Sept" will last a life time.

A tripod socket makes possible the use of the "Sept" with a tripod when desired or necessary.

The "Sept" makes an ideal equipment for Scientists, Naturalists, Explorers, News Reporters, Architects, Engineers, Aviators, and Amateur and Professional Photographers, who are interested in a compact camera that will produce negatives with wonderful definition and depth of field.

The "Sept" provides an inexpensive means of making photographic records. Contact prints from "Sept" negatives are "little jewels," and the enlargements and lantern slides will be a revelation to workers in all branches of photography.

We unhesitatingly recommend the "Sept" to all workers in photography, our experience with it

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*The "Sept" Camera is equally useful as a positive film printing machine.*

## *T h e   " S e p t "*

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having demonstrated that it is one of the most important additions made to modern photographic equipment in many years.

"Sept" film both negative and positive can be developed, printed, etc., without special apparatus. Contact Prints and Enlargements from "Sept" negatives can be made with the standard photo equipment used for Kodak and Camera work.

### *Price*

"Sept" Camera complete with Anastigmat Lens F:3.5, Micrometer Focusing Mount, 6 Daylight Loading Film Magazines, plush lined sole leather carrying case with hand and shoulder strap and booklet of Instructions.....	\$225.00
Extra Daylight Loading Film Magazines, each .....	2.50
18 ft. Roll, "Sept" Film (Eastman Standard Negative).....	1.00

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*The "Sept" Camera is, in addition, an enlarging camera, giving highly satisfactory results.*

## *Developing and Printing*

Our Photographic Finishing Laboratories are fully equipped to handle the finishing of "Sept" films. "Herbert & Huesgen Process" quality insures highest grade work.

Developing "Sept" Negative Film.....\$.03 per foot

Making Positive Print from Negative  
including Positive Film.....\$.06 per foot

Making Positive Print from Negative  
including Eastman Safety Positive  
Film .....\$.07 per foot

Contact Paper Prints from "Sept" Negatives on highest grade Photo Paper with white border.....\$.04 each

Contact Paper Prints 10 inches long from continuous strip of "Sept" film.....\$.15 each

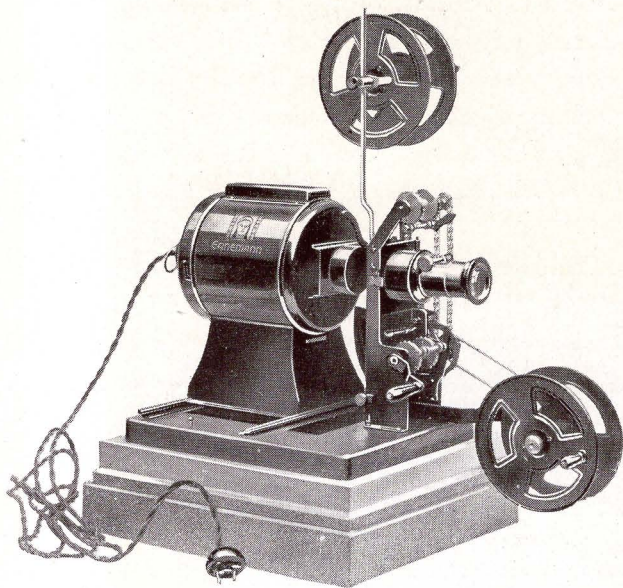
Enlargements from "Sept" Negatives made on highest grade D. W. Photo Paper, either Carbon Black or Sepia finish, up to and including 5x7.....\$.35 each  
5x7 Art Proof, Plate Sunk, on 8x10 Sheet .....\$.50 each

Lantern Slides from "Sept" Negatives in Black and White, standard size.....\$.35 each

Lantern Slides, Hand colored, from \$.75 to \$1.25 each.

## *The Kinopticon*

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### *The Kinopticon*

#### MOTION PICTURES IN THE HOME

**T**HE Kinopticon is a high grade projector designed to take standard size motion picture films, in length up to 250 feet. It also projects the ever popular stereopticon views, simply by sliding aside the projector apparatus. The Kinopticon is con-

## *The Kinopticon*

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structed throughout with such mechanical precision and simplicity that a child will find no difficulty in operating it. In the home, Sunday schools, clubs or any small gathering where it is not practicable to employ a motion picture projector of the large costly type, the Kinopticon will prove invaluable.

The pictures it projects can be of any size up to six feet. Directors of professional film companies have already found it a most effective means of titling and cutting their films. It stops instantly at any point, and makes note taking unnecessary. For school use this feature also recommends itself.

The Kinopticon is especially suitable for displaying pictures made with the "Sept" either singles or "stills" and Cine or "Movies."

The Kinopticon is furnished complete with eight feet of wire, and a nitrogen lamp, 100 watts, 110 volts, for use on any home lamp socket, three endless film bands for motion pictures, and twelve sets of small slides for single projection.

The price complete is \$40.00.

## Foto Distance Meter

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### *How far away is it?*



*When the Motion Picture, Kodak or hand camera is ready for a picture, this perplexing question always arises.*

**T**HE Foto-Distance Meter gives the correct answer at a glance. Held to the eye, the desired object is sighted on two interior prisms. As you move the sliding indicator, the object will gradually lose the appearance of being broken in half. When the two segments join, the distance is established—read—and adjusted on the camera. The resulting picture is **sure** to be sharp.



No more film wastage. No more disappointments due to blurred and fuzzy pictures. The Foto-Distance Meter takes the guess out of focusing. It is the most important innovation in photography since the invention of the hand camera, which made ground glass and focusing cloth unnecessary. It saves its cost in wasted film in a short time.



Usually you have only one chance at the picture you most want. Very often, with such a picture, speed of focus is essential. You haven't the time to pace the distance off. You have to "guess at it," and

## *Foto Distance Meter*

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your experience has shown that you may guess wrong.



Many devices have attempted to solve this problem of focus with the hand camera. They have failed because the only principle which works is that used on range finders for big guns. These cost into the hundreds of dollars and are constructed with optically perfect prisms—precisely the same construction which accounts for the success of the Foto-Distance Meter, the price of which is only \$10, complete with leather case.



It is the only prism range finder on the market, the only range finder for hand and movie cameras that is a thoroughly efficient optical instrument. So compact is its construction that it goes easily into the vest pocket. It is out in a second, and one glance tells you the right focus. **See your picture in the Foto-Distance Meter beforehand, and be sure of your result.**



Correct distance—sharp picture

*One glance tells—*



Incorrect distance—the picture will be out of focus

**HERBERT & HUESGEN CO.**

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