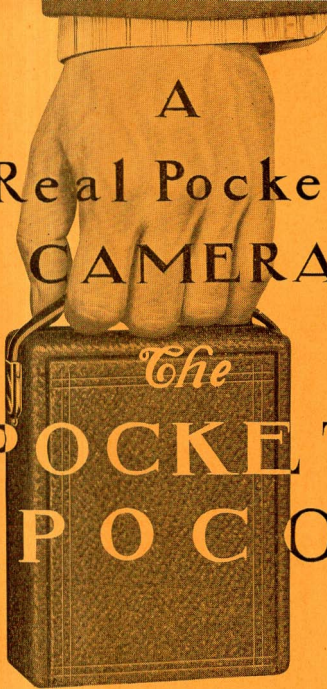
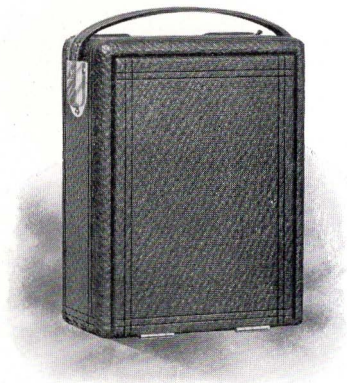


16 1903

A
Real Pocket
CAMERA
The
POCKET
POCO



The Ideal Hand Camera

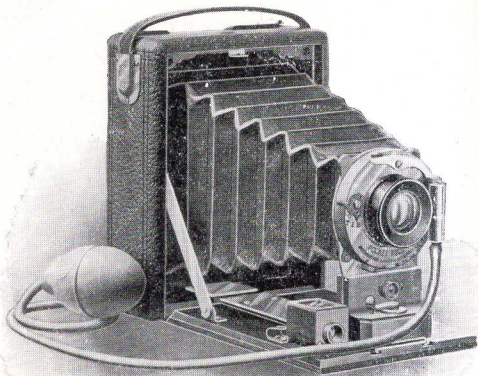


The POCKET POCO (Closed)

Exact size, $1\frac{7}{8}$ in. thick; $5\frac{1}{4}$ in. high
 $4\frac{1}{4}$ in. wide

PERFECTION
AND SIMPLICITY
IN
PHOTOGRAPHY





The POCKET POCO (Extended)

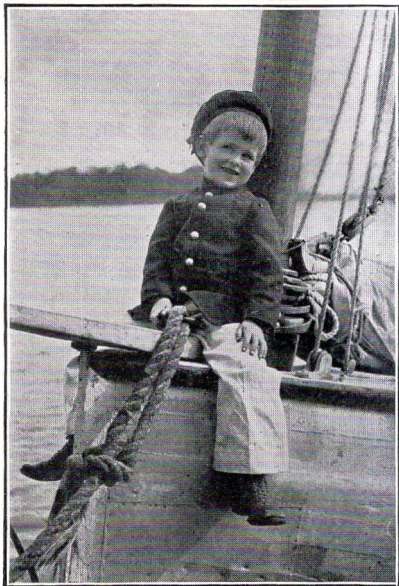
Uses plates or films

TO THE BEGINNER IN PHOTOGRAPHY

TO the amateur who has taken the first steps in the art and is discouraged by oft-repeated failures—finally to all who are lost in the maze of complicated camera mechanisms and confusing camera instructions—we dedicate the

POCKET POCO THE SMALLEST COMPLETE CAMERA

A real pocket instrument which the child may understand and use, the expert appreciate and enjoy—the most perfect and convenient camera for universal photography.



A Sailor Boy

Made with a Pocket Poco



WHEREVER the sun shines the camera is an agency for good. Its influence is always elevating.

The pictures it makes are instructive. They stimulate mankind to greater things ; give to him higher ideals ; bring him nearer to nature ; recall scenes he wants to cherish, and faces he would not forget.

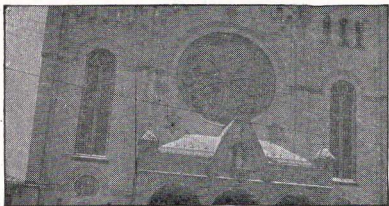
One may make picture-taking pleasurable alone, or profitable as well as pleasurable, with the new Pocket Poco, the camera which incorporates so many good qualities in such small space.



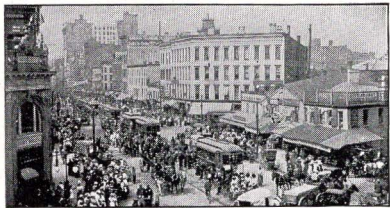


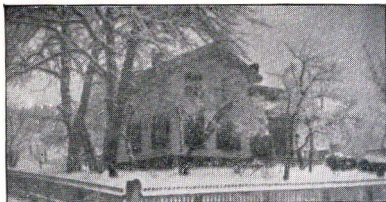
THE Pocket *Poco* is the latest and daintiest member of the *Poco* series. It is the simplest and most fascinating little instrument ever offered to the amateur for the general purposes of photography. A miniature of the larger *Pocos*, it embodies all the essentials of the perfect camera. It is made in $3\frac{1}{4} \times 4\frac{1}{4}$ size, and accommodates plates or films with equal facility. So small and light as to be readily carried in the pocket without bulging; so easy of manipulation as to require no study; so marvelous in construction as to produce uniformly the most satisfactory results.

In the Pocket *Poco*, no useful equipment has been sacrificed, for this little instrument is without limitations as to the work it accomplishes. Illustrations on succeeding pages serve to point out a few of the defects and failures which those who take pictures with the Pocket *Poco* may avoid.



BUILDINGS that look like the illustration shown above are not common. However, pictures of them were until the *Pocket Poco* came to obviate the possibilities of all such distortions and to picture objects in their true proportions.

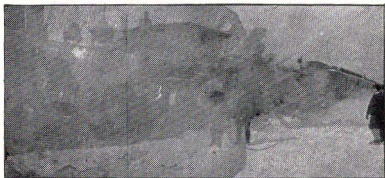




THE picture shown above illustrates an effect in photography that is not desirable.

The apparent fuzziness is due to the fact that the camera is out of focus—something which never happens with the Pocket *Poco*, the only pocket camera using plates and films and having a ground glass for focusing.





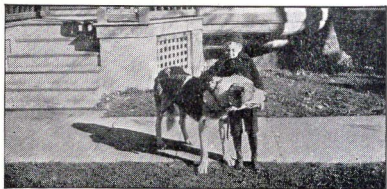
HERE is the only picture of a most notable event which an experienced photographer who traveled many miles and spent much money was able to obtain, but it can hardly be considered a success. Technically, the exposure is fogged. The absolutely perfect construction of the Pocket *Poco* in every particular makes such results impossible.

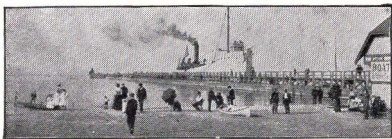




THIS looks like the picture of the man who met himself coming down town when he was going home. In reality, however, it is the result of making two exposures on one plate or film.

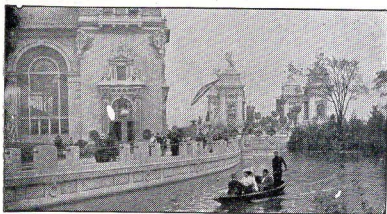
Simplicity of construction and ease of manipulation make such double exposures as these impossible when the Pocket *Poco* is used.





THE Pocket *Poco* is devoid of technicalities in construction and operation. To see it is to understand it; to take pictures with it is to appreciate its worth. There is little to say in the way of description, it is so simple. If you never saw a camera before, you will readily become conversant with the workings of the Pocket *Poco* upon the most casual examination. It is practical—takes pictures without requiring a knowledge of photography on the part of the operator. In a word, the Pocket *Poco* stands for all that is best in photography.

Much of the picture excellence attained by the Pocket *Poco* is due to the combination Pocket *Poco* plate holder, which is made especially for this camera. Constructed throughout of metal, this plate holder is a clever and ingenious device adapted to the use of plates or *Snappa* Cut Films. It is absolutely light tight, and is very easily operated.



WHEN desired, a handsome sole leather carrying case having a unique nickeled fastener is furnished with the *Poco*. The case is finished in olive brown with nickel trimmings, and is equipped with a shoulder strap.

For the convenience of those who desire to carry extra holders, we have provided a neat, sole leather case, similar in material and style to the camera carrying case, which holds six plate holders, and is readily carried in the pocket.

Another and larger carrying case, more elaborate in design and fitted with handle and shoulder strap, is furnished when desired. This case is made of sole leather, and accommodates the camera and twelve holders.



Specifications of Pocket Poco

Dimensions, $5\frac{1}{4} \times 4\frac{1}{4} \times 1\frac{7}{8}$.

Draw, Six inches.

Box, Solid mahogany, highly polished, dove-tailed and covered with seal grain leather; leather handle.

Metal Equipment, Nickerled brass with nickelerd mountings, lacquerd shutter.

Bellows, Red Russia leather, lined with gossamer cloth.

Back, Equipped with spring, actuated ground glass screen and panel for focusing.

Front, Sliding.

Finder, Reversible, brilliant view finder.

Shutter, Special Pocket *Poco* with bulb and hose attachment, made by Bausch & Lomb Optical Co. for this camera.

Lens, Rapid Rectilinear.

Tripod Sockets, Two.



PRICES

Camera Complete, with one plate holder,	\$9.00
Pocket <i>Poco</i> plate holders, each,	.35
Carrying Case for camera alone,	1.75
Carrying Case for six extra plate holders alone,	1.25
Carrying Case for camera and twelve plate holders,	2.50
Shoulder Strap,	.25

OUR complete catalogue, listing all the *Poco* Cameras together with a full line of *Poco* Supplies, is free to you at any dealer's for the asking, or we will send it to you by mail upon receipt of your name and address.

ROCHESTER CAMERA & SUPPLY CO.,
16-32 Poco Street, ROCHESTER, N. Y.

GRIFFITH, AXTELL & CADY CO.
HOLYOKE, MASS.