

THE GREATEST CAMERA ON EARTH

The Crescent



FAC-SIMILE OF CRESCENT PHOTOGRAPH (EXACT SIZE).


A High Grade Camera for \$200

THE AIKEN-GLEASON COMPANY,
INCORPORATED

Manufacturers of Cameras and Photographic Supplies

LA CROSSE, WIS. U.S.A

TO AMATEURS.

 YOU can pay all kinds of prices for cameras. Should you want a more complicated instrument, write us for catalogue and price list. We manufacture all kinds. But we honestly tell you, the camera is not made that gives better satisfaction to the amateur than "our leader," the Crescent. It is worth more, but it sells at \$2.00, and sells fast. That is the secret of the low price.

THE AIKEN-GLEASON COMPANY
(INCORPORATED)

LA CROSSE, WIS., U. S. A.

The Crescent

as compared with
other Cameras.



ARE you interested in Amateur Photography, and looking for the best camera suitable for amateurs? Then read this pamphlet through. It tells you in a few brief sentences about the **Crescent**.

It gives you information that will save you from \$3.00 to \$7.00 in cash, and give you as good value if not better.

The Crescent as a high-grade, first-class camera for \$2.00 is not only a surprise but a delight to the thousands now using them in preference to all others. The question is often asked, how can a first-class camera be manufactured to sell for \$2.00 when other cameras such as you describe the Crescent to be sell for \$5.00 to \$10.00? We will answer the question honestly and candidly at the risk of gaining the ill-will of other manufacturers. The cost to build a good camera is much less than is generally supposed by the public. The bulk of the expense on a camera is visible from the outside (there is but little inside except the shutter and carriage). We manufacture every part connected with a camera in our own factory except the lens and leather covering; consequently we are in a position to offer a superior camera for less money than other concerns that depend on various manufacturers to build their instruments.

Over 20,000 Crescents sold the first month.



FAC-SIMILE OF CRESCENT SNAP-SHOT EXPOSURE.

We challenge any camera costing six times as much to produce better results than the \$2.00 Crescent.

And again, the enormous demand for a \$2.00 camera that is equivalent in every way to a higher-priced instrument makes it possible for this Company to put a first-class camera on the market at a close margin of profit. From the fact that more than 20,000 Crescent cameras were sold within thirty days after they were ready for the market, is sufficient evidence that a high-grade camera at a popular price is meeting with popular favor.

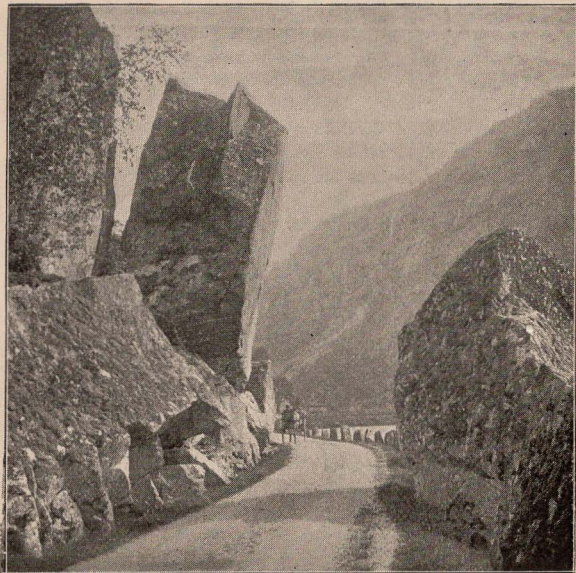
The size of a Crescent camera is $6\frac{1}{2} \times 4 \times 4$ inches, and equipped with all of the most complete and latest devices. The shutter is probably the most perfect one ever used on a hand camera.

It is adapted to instantaneous or time exposure, and can be changed from one to the other in a second. It is so absolutely perfect and simple that it cannot possibly get out of order or go wrong. Next to the shutter there is nothing of more importance than the lens, and we take immeasurable pride in directing the attention of the public to the shutter and lens on the Crescent. The Crescent lens is an achromatic lens ground from the finest imported optical glass, made expressly for the Crescent \$2.00 camera, and warranted to give equal, if not better, results than the lenses found in instruments costing five times as much.

The **Crescent** is adapted to either plates or films, but as better results are invariably obtained from plates at a less expense, we recommend their use in the **Crescent**, at least to start with.

The **Crescent** can be loaded for two exposures. Size of negative, 3×3 inches, and is positively the largest picture and the smallest camera ever offered at any price. To reload the **Crescent** a dark room is not necessary. It can be loaded at any time and place, in open daylight. A dozen or more

A High-Grade Camera at a Popular Price.



FAC-SIMILE. SNAP-SHOT (EXACT SIZE).

The CRESCENT — The largest picture, the smallest camera, the largest sale of any camera in the world.

extra plates with changing bag can easily be carried in an ordinary coat pocket. As a reliable outfit for tourists and wheelmen the **Crescent** will be found the most desirable camera on the market, possessing, as it does, all of the good features of the older cameras and many new ones of value. The **Crescent** plates are the best that experience, skill, and money can produce. The lens is simply perfect, and we guarantee this camera to come as near getting a clear and perfect negative out of every exposure as any hand camera on the market costing five times as much, or more.

The **Crescent** is adapted to all kinds of photography, snapshots, time exposures for interior views, etc., and its flash-light work is excellent. Its instantaneous shutter is so rapid and the lens so perfect that a horse race, bicycle race, runaway horse, or other fast-moving objects are taken with ease and absolute accuracy.

Special attention is called to the quality of developing chemicals used by this Company, and their method of preparing same for amateurs' use. As you may be aware, all chemicals for developing and fixing negatives are usually prepared by manufacturers in a powder form, which has many objectionable features; principally, a powder soon loses its strength unless confined in an air-tight package; also danger of spilling, etc. The Aiken-Gleason Company prepare the best developing compounds that can be made. They are the originators of and the only Company that supplies its developing chemicals in compressed tabular form, every tablet wrapped separately. This method insures for the consumer fresh chemicals and satisfactory results at all times. Our developing tablets are indorsed and used by many professional photographers. If the reader is

Our motto—**Big Sales and Small Profits**—is proving a winner.



HALF-TONE FROM CRESCENT PHOTOGRAPH (EXACT SIZE)

\$2.00 for a **CRESCENT** leaves but a small margin of profit to the manufacturers. Its enormous sale makes up the difference.

already the possessor of a camera and not getting satisfactory results, try our tablets. They are positively the best in the market for the least money.

If you desire to own a camera, suitable for all kinds of amateur work, you will save money by buying a **Crescent** for \$2.00.

Every instrument is tested before leaving our factory and guaranteed perfect.

How to Order.

If you want to examine a **Crescent** camera before paying for it, remit fifty cents to cover express charges, and we will credit you with amount paid and send camera C. O. D. for balance with privilege of examination before taking it. But by remitting full amount with order you save the return express charges on money and we will guarantee the camera to be exactly as represented or return your money immediately when you send camera back. Have bank drafts and money orders made payable to THE AIKEN-GLEASON CO., La Crosse, Wis. Personal checks not accepted unless 15 cents is added to pay exchange.

Simple and explicit instructions are furnished with each camera, which will enable any one to take, develop, print, and mount a beautifully finished photograph.

We guarantee results where our supplies are used. Beware of imitations. See that The Aiken-Gleason Co. label is on everything.

NOTE.—There are hand cameras with more expensive and showy trappings. But for results, there are none better, but many worse, than the **Crescent**.

W A. PRYOR,

.....PHOTOGRAPHER.

121 North Fourth Street.

La Crosse, Wis., Oct 16th 1896

The Axen-Gleason Co.
Gentlemen—

During the past ten years I have had negatives to develop of probably all makes of amateur cameras that have come in popular use.

I have thoroughly tested your new camera the "Orescent" and congratulate you on producing such a perfect instrument at such a popular price. The negatives are the best I have ever seen coming from any amateur camera.

Yours truly
W. A. Pryor.

Mr. W. A. Pryor's rating as a photographer is one of the best in America. At the Sixteenth Annual Convention of the Photographers' Association of America, held at Celoron, Chautauqua Lake, N. Y., June 22 to 27, 1896, his work took fourth prize. There were ten awards in all, and thousands of competing exhibitors from all parts of America.

The above letter was unsolicited.

Price List of Supplies.

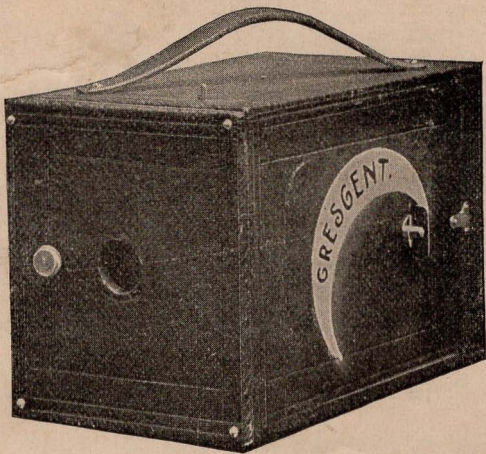
The CRESCENT Camera	\$2 00
CRESCENT DEVELOPING OUTFIT— 2 Trays, 1 Printing Frame, 1 Dark Room Lamp, Tablets sufficient for 8 ounces developer, which may be used repeatedly, and 1 dozen Printing Paper	1.25
Developing Tablets for 8 ounces solution	.25
Dark Room Lamp	50
Printing Frames (each)	.35
Dry Plates, per dozen (3 x 3)	.40
Extra Developing Trays (each)	.20
Changing Bag, for changing plates in daylight	.80
Toning Solution (12 ounces)	.40
Printing Paper, per dozen	1.10
“ “ “ gross	1.00
Card Mounts, per dozen	1.10
“ “ “ hundred	1.00
Carrying Case, for Bicycles	1.50
“ “ for Tourists	1.50

THE AIKEN-GLEASON COMPANY

Manufacturers of Cameras
and Photographic Supplies
LA CROSSE, WIS. U S A.

The Crescent

is excelled by none, and will produce results equal, if not superior, to any higher priced hand camera on the market.



Outside measurement, $6\frac{1}{2}$ x 4 x 4 inches. Takes a full 3 x 3 picture.
SOLD BY