

*"No!-it's not a Watch
it's EXPO"*

West's Drug Stores,

GRAND RAPIDS, - MICH.



IMPORTANT!!

All that is said in this booklet of the 10 exposure Watch Camera—now not made—can be said with added force of the latest model Watch Camera—the 20 exposure.

PRICE CHANGES

Practically all prices in the body of this booklet are to be disregarded, the new prices being as follows:

Watch Camera—new model	\$3.00
Film for same25
Brilliant Finder for same85
Enlarger for same (2x3 pictures)	3.00
Leather carrying case for same50
Developing Tank for same.....	3.50

Police Camera

Police Camera with carrying case	\$7.00
Police Camera without carrying case....	6.00
Film for same, 12 exposures.....	.25
Enlarger for same, post card size	4.00

Developing and Printing

Developing.....	\$.10
Printing, per doz.20
Enlargements, 2x3.....	.12
Enlargements, 3x4.....	.15

EXPO CAMERA CO.

Now at 241-43 W. 23rd Street

New York, U. S. A.

If It Isn't a Watch What is EXPO?

EXPO is the new model of that wonderfully efficient little camera, the Watch Camera.

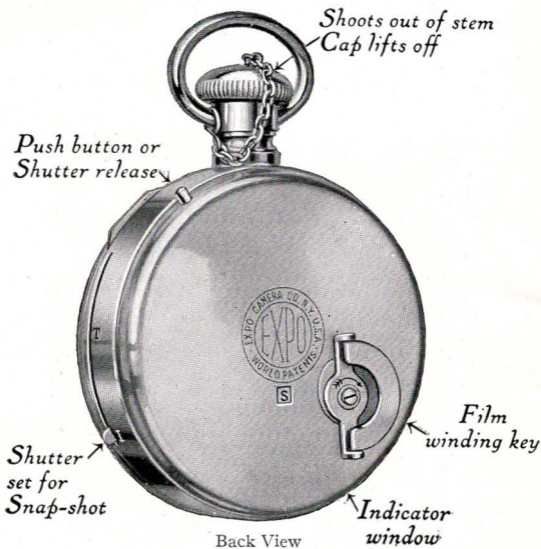
This little camera looks so much like a watch that passersby will never suspect you



Front view. Two-thirds actual size

are taking pictures, but rather that you are observing the time on your watch.

To the camera world EXPO Watch Camera needs no introduction, as it has been on the market of this country and Europe long enough to prove its value to thousands of users.



The purpose of this booklet is to treat of the new model, 10 exposure EXPO, which has many improvements over the old model.

Guaranteed Practical

EXPO is a beautifully made and guaranteed practical camera with which remarkably sharp negatives (films) may be made that are only a little smaller than the films of regular motion pictures.

See illustration on opposite page showing the size of motion pictures before being enlarged or thrown on the screen, and the size of Watch Camera pictures before enlargement.

Actual Size

Motion pictures



EXPO pictures



Striking Features of EXPO

Besides its marked efficiency and its novel watch shape, EXPO has many other striking features, among which are its shooting (making exposures) out of watch stem, its unique daylight-loading arrangement and its simplicity of construction and operation.

Not only does its watch resemblance enable one to take a picture without anyone else being the wiser, but EXPO is so small that it can be held in the closed hand with only the stem projecting and the picture be taken.



Film cartridge and EXPO ready to receive it

The lens of EXPO is in the imitation watch stem, and after the shutter is set and the stem-cap is lifted off—operations a child can understand—the camera is ready for instant use.

As our testimonials from the big newspapers show, many reporters have availed



EXPO picture enlarged to 2x3

themselves of this unseen and rapid use of EXPO to secure news and picture “beats” when no other camera could be used.

Loads in Daylight—I. and T. Exposure

EXPO loads in daylight, its twin-spool film-holder slipping into the camera as easily as a cartridge into a pistol.

There is no leading over of paper strip on empty spool, as with EXPO this is done in the twin-spool film-holder when film is put up.

EXPO has instantaneous and time (I. and T.) exposure and in fact nearly everything a big and more expensive camera has, except those exclusive traits of the big camera—clumsiness and the unpleasant faculty of drawing a crowd every time a picture is taken.

Pictures Easily Enlarged

EXPO has a clean-cut meniscus lens and when exposures (pictures) are properly made, it is gratifying—as our illustrations show—to see the interesting enlarged pictures, 2 x 3 inches, and, with best negatives, 3 x 4, that may be made.

Read our offer under head of "Enlargements," on page 18.

If I Only Had a Camera!

Who, on a pleasure trip or even on a walk through city or village, and some interesting or amusing incident occurring, has not heard the expression, "If I only had a camera!"



EXPO picture enlarged to 3x4

EXPO takes the *if* out of this expression, for it can be carried always, taking but a mite of space in pocket or hand-bag and weighing but three ounces.



An Expo boy, 3 x 4 enlargement

What the Newspapers Say

As is shown in the following, EXPO helped the Toledo Blade beat all its rivals in securing pictures of the yacht races on Lake Erie, and they gave the little camera credit in their big front page write-up under the head of "Marvelous Stunt in Marine Photography." Extracts from the write-up follow:

The city editor also sent us a gratifying testimonial letter which we print.

The Blade is the Only English Evening Newspaper in Toledo Receiving the Associated Press News Dispatches

TOLEDO BLADE.

Marvelous Stunt in Marine Photography

Yacht Race Pictures Taken Forty Miles Away
Reproduced by the BLADE
In Four Hours

Never until the stunt was accomplished to-day by the *Blade* photographer, a carrier pigeon, an artist, an engraver and a fleet-mounted messenger, have pictures of the Inter-lake yacht races at Put-In Bay been published on the day of the races.

Two photographs of the start of to-day's races were snapped from a launch off Rattlesnake Island this morning at 8:40 by the *Blade* photographer. Aboard the launch he developed the films and dried them in exactly eighteen minutes. The tiny films bearing the images to be enlarged by another photographer in Toledo, were attached to the leg of a swift and carefully trained carrier pigeon two minutes later. At exactly 9 o'clock the bird was released.

Willing hands were waiting here to receive the bird and take from his leg the capsule carrying the film. A messenger was hurried to the Franklin Printing and Engraving Co. where the prints were *enlarged from postage stamp size to that of a two-column cut in the newspaper.*

A chartered launch took Mr. Van Horn, the *Blade* photographer, to the scene of the start and *the photographs were taken with the small camera of*

the size of a gentleman's watch. Pictures taken by this camera are about as large as a postage stamp, but distinct in outline.

EDITORIAL ROOMS
THE TOLEDO BLADE
TOLEDO, OHIO.

TOLEDO, OHIO.

May 25, 1909

The Expo Camera Company,

140 West 23rd St., New York.

Dear sirs:-

On behalf of the Toledo Blade, permit me to express our appreciation of the remarkable results we were able to accomplish with the Expo Camera in reporting the Inter-Lake Yacht races.

The Blade is an afternoon newspaper and we were able to print pictures made from actual photographs taken of the racing yachts on the same day. These races were sailed in the middle of lake Erie off Put-in-Bay island, forty miles from Toledo, so that I believe we were the first to accomplish such a feat, and of course we are glad to give credit to the little watch camera with which we could take such small pictures and enlarge them so effectively. These photographs were taken from a launch while the races were in progress, and the films were developed in the open air in eighteen minutes. Six films were then placed in a small capsule, fastened to the leg of a carrier pigeon, which was immediately released. When the pigeon arrived at the Blade office, the pictures were enlarged, printed, and half-tone cuts were made and laid down in the Blade composing room by one o'clock. The time from exposure to the finishing of the cuts in the Blade office was a little less than four hours.

Very truly yours,

Blaque Wilson.

City Editor

The following extracts from a front-page write-up in the San Francisco Examiner speak for themselves.

The Examiner in exploiting its own enterprise in sending EXPO negatives 190 miles by carrier pigeon, of necessity had to give credit to EXPO for the part it played in the exploit.

As in the case of the Toledo Blade, the manufacturers of EXPO did not know that this feat was to be attempted, nor even that the Examiner's reporters were equipped with the Watch Camera.

Film-Loaded Birds Journey 190 Miles

When the Examiner made arrangements to hurry graphic photographs of the Jeffries-Johnson fistic contest at Reno, Nevada, to this city in time for reproduction in yesterday morning's issue of this newspaper, the record speed which attended the trip of the Examiner special train was not anticipated, and in consideration of other methods of guaranteeing pictures of the battle to Examiner readers on the morning following the contest, the striking and original plan of sending snapshots by carrier pigeons was conceived.

CAMERA—WATCH SIZE

At the ringside at Reno an Examiner photographer was equipped with a small camera shaped like a watch and but a trifle larger. Inside was a roll of films. Four poses of Johnson were taken and then the ingenious photographer, using a rubber sleeve protector as a dark-room, removed the roll and cut off the four exposed films from the rest of the strip. The films he fitted into an aluminum capsule about three-fourths of an inch long and one-fourth of an inch in diameter, around which circled a band. To this was fastened a metal clip which closed over the pigeon's right leg.

The miniature camera provoked a smile from Johnson and he commented on its size.

PICTURES AT JEFFRIES' QUARTERS

Watch Camera Pictures Were Made at Jeffries' Training Quarters and Another Carrier Pigeon Sent Away With Them

Tex Rickard announced that the camera men with their big machines would not be allowed in ringside

seats, but he made no objection to the Watch Camera, so the Examiner photographer with Lubben and Johnson and the basket of pigeons nestled close to the ropes.

Every interesting feature of the fight was caught by the Watch Camera and in the one-minute intervals between the rounds the photographer deftly made the transfer of films from Camera to carrier pigeons.

"It was a very remarkable flight," said Dr. Kempe, the owner of the carrier pigeons, "and I am very sorry that your special train made such good time, because of the success that attended the film-loaded bird's trip. At any rate it is about the biggest thing I've heard of a newspaper doing and I'm glad I was able to contribute to it."

A New York World item sent out from Chicago follows:

The



World.

"Circulation Books Open to All"

"Circulation Books Open to All"

Police to Use, Not Billies, But Cameras

(Special to The World)

CHICAGO, Sept. 30.—The police at Evanston have taken the advice of John Burroughs and cameras, not billies or guns, will be their weapons.

Every policeman is to be furnished with one of these tiny machines, scarcely larger than an old-fashioned watch, and will be expected to produce documentary evidence of every crime with which he charges his victims.

The system has been tried with success in London and is being investigated by the Chicago police.

EXPO in an African Game Hunt

James L. Clark, the well-known New York big game hunter, lecturer and sculptor-taxidermist, at whose studios the animal mounting for the Smithsonian Institute and the Metropolitan Museum of Natural History is done, and who has been in Africa with Paul Rainey and others of the big game hunters, carried EXPO on one of his trips. He not only secured with it good negatives of wild animals, but at a lecture before the Explorers Club of New York, by using lantern slides made from EXPO negatives, threw on the screen life-size pictures of a number of African wild animals.

Mr. Clark gave full credit to EXPO in his lecture, and said that without its use he could not have obtained the pictures shown.

EXPO is a friend Mr. Clark now takes on all his trips.

A book of many pages might be filled with the testimonials of those who have had keen enjoyment from the use of EXPO, but the testimony offered in our limited space should be sufficient to convince the most skeptical of the merits of this little camera.

EXPO in the Motion Pictures

Thousands of people who have seen the photo-play, "The Society Schemer," put out by the well-known photo-play producers, the Kalem Company, will, no doubt, recall how the Watch Camera, EXPO, is there featured in the role of getting important evidence.

Herewith is reproduced a scene from "The Society Schemer."

EXPO Popular Priced

In order to insure a great sale, the price of EXPO has been made a popular one, and the camera, in beautiful nickel finish and put up in a neat box with full instructions, is sold at \$2.50 postpaid in United States or Canada.

In heavy silver-plate finish, \$3.50.

The films, 10 Exposures, are sold separately for 15 cents each, postpaid.

The lens in EXPO is of wide angle and no trouble will be found in getting the range or view, after a little careful practice, but for those who wish to attach a finder, we



Expo getting evidence in "The Society Schemer"

have two finders, sold separately, that may be attached.

A, a ground glass finder at 50c., postpaid, and

B, a brilliant reversible finder at 75c., postpaid.

Enlargements, Etc.

To demonstrate the practicability of EXPO we have the best enlarging equipment obtainable, and if a photo supply dealer is not convenient or is not equipped to do this work, send us a trial order for developing, printing or enlarging and we shall prove to your satisfaction EXPO possibilities.

We will develop EXPO films sent through the mail and pay return charges for

Per spool.....	10c.
Print the small pictures, $\frac{5}{8}$ x $\frac{7}{8}$, per dozen prints.....	10c.
Make enlargements, 2 x 3 each.....	7c.
Enlargements, 3 x 4, each.....	10c.

(Not less than three enlargements to an order.)

Only the best negatives should be sent for enlargement, as poor negatives from any camera cannot be enlarged successfully.

Cash should accompany all orders for developing, printing or enlarging.

When reckoned with the small cost of EXPO film, our low cost of enlargement makes photographic costs with the EXPO very reasonable.

We make an Enlarging Box with which enlargements, 2 x 3 size only, may be made direct from EXPO negatives.

These Enlargers must be loaded and unloaded in a regular dark room, and are for daylight exposure only.

Price.....\$2.00

We also make a special daylight developing tank for Watch Camera film.

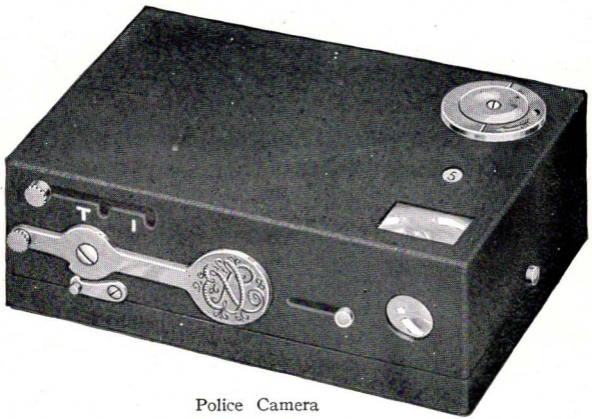
Made of metal throughout and highly finished.

Price.....\$2.00

The EXPO Police Camera

EXPO Police Camera, a small no-bellows pocket camera, 2 x 3 x 1 inch thick, is also made by the manufacturers of the Watch Camera and it has the advantage over the smallest of the bellows cameras in being as small when taking the picture as when carried in the pocket.

The smallest of the folding or bellows cameras has to be drawn out or extended in taking a picture—with the attention this must attract—while the Police Camera can



Police Camera

be taken from the pocket and operated instantly without attracting the slightest attention.

The Police Camera has a good achromatic lens, a focal plane or curtain shutter and a twin-spool film holder that makes loading a delight.

Police Camera negatives are remarkably sharp and it is difficult to tell its post-card size enlargement from a contact print.

Best negatives may be enlarged to 5 x 7 and even larger.

Details of Police Camera

Camera, roll-film, in one size only,
2 x 3 x 1 inch thick.

Size of picture, 1 x 1 $\frac{5}{8}$.

Shutter, focal plane (curtain).

View finder, brilliant; built into camera.

Film Holder, twin spool, 12 exposures.

Instruction Book.

Prices

Camera, complete	\$5.00
Films, 12 exposures, each25
Police Camera Post Card Enlarger . .	3.00

Expo Camera Company

256 West 23rd Street

New York, U. S. A.