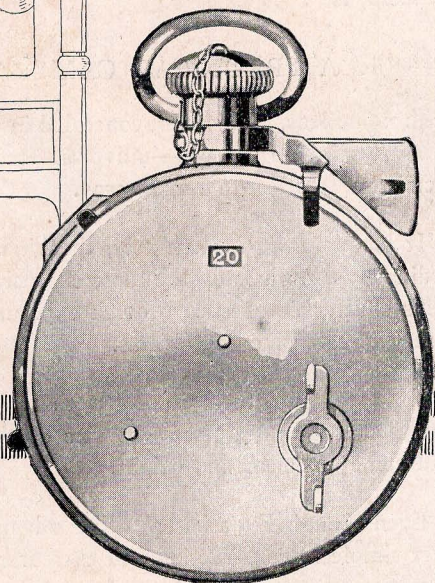
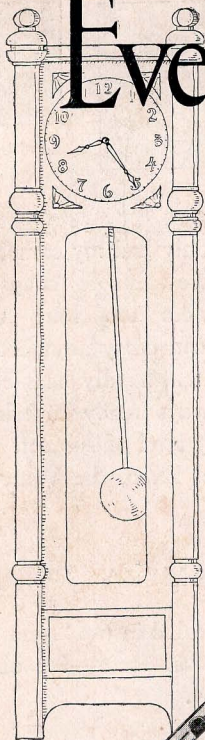
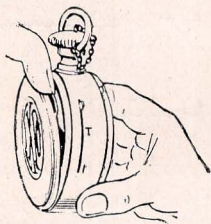


Every Tick a picture

TRADE MARK REG.

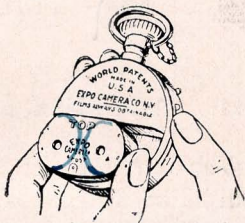


It's So Simple



TO LOAD CAMERA

Simply remove cover by springing catch on rim.



INSERT THE FILM

Simply slip film cartridge in and replace cover.



SET THE SHUTTER

Simply move shutter lever into open position.

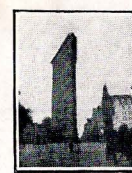
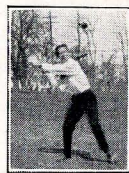


TAKE THE PICTURE!

Simply remove cap, "find" your subject and press the exposure lever.

That's all there is to Expo, simplest camera ever made. No "threading" of the film. Expo "cartridge" contains *both* spools. No long, tedious winding, one "tick" and film's in position.

The ONLY "Fool proof" Camera in the World



NO need now to say, "If I only had my camera with me!" No need to lose valuable "snaps" just because your camera takes too long to operate! Here's a camera you can carry anywhere—use instantly. Small as a watch, hardly heavier, it slips into bag or pocket, always ready to take sharp, clear, bright photos of any kind of subject.

Yet, in spite of its small size, Expo, the Watch Camera, is

A PRACTICAL CAMERA

with a fine lens. This lens, concealed in the "stem," is always in sharp focus—universal focus—for objects from two feet to a mile away.

It has a *focal plane* shutter, the kind of shutter ordinarily used in only the most expensive cameras. This shutter permits very quick exposures, so necessary to catch moving objects.

Expo takes pictures so sharp that they can be enlarged five or six times the size of the negative and come out clear and bright.

Even though Expo has all these advantages, it is very simple in construction and extremely simple to operate.

"EVERY TICK A PICTURE"

LOOKS LIKE A WATCH—REALLY A CAMERA

Taking Clear, Bright Pictures



YOU USE IT UNNOTICED

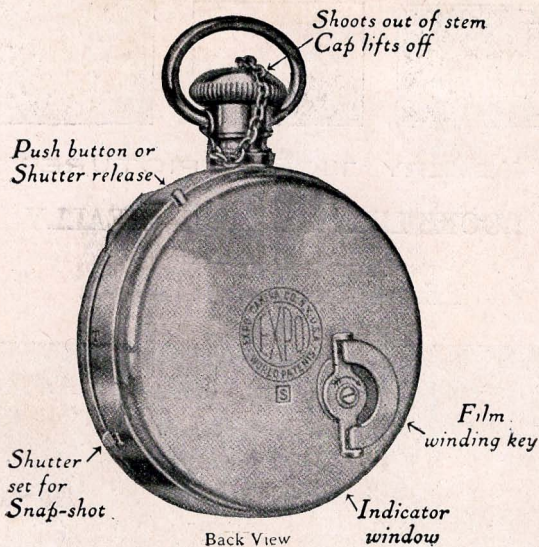
You can take pictures undisturbed, for no one will notice that you are using a camera when you have Expo. They'll probably think you are looking at the time. For this camera will fit in the palm of the hand like your watch. That's why detectives so often carry Expo. You can even hold it at arms length and take your own photo.

INEXPENSIVE

Expo is inexpensive to use, too. Films of ten and twenty exposures are low priced and developing and printing costs next to nothing.

Expo, the Watch Camera, is sold under specific guarantee, as to workmanship and materials extending over a period of ten years.

Expo pictures enlarge well, keeping their sharpness up to four or five times the size of the original.



EXPO

The Watch Camera

EXPO CAMERA CO.

26 East 13th Street

New York, N. Y.