



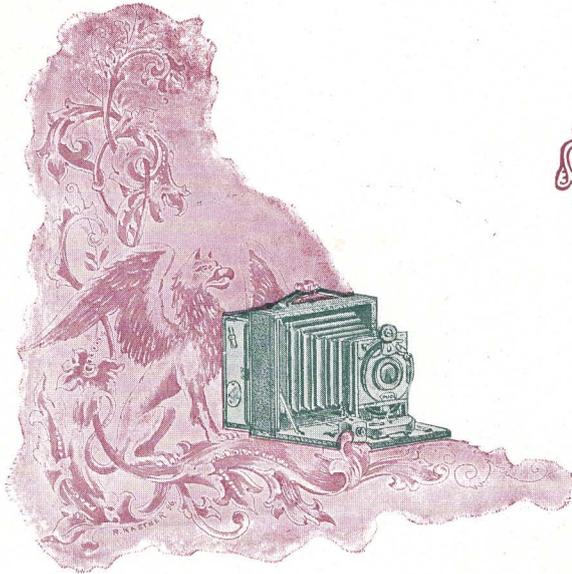
Hand Cycle Photo
CAMERAS

Rochester
Camera Co.
ROCHESTER - N. Y.

FOR SALE BY
J. B. VARICK CO.,
VARICK BUILDING, MANCHESTER, N. H.

Annual Catalogue

1897



Poco
and
Cycle Poco
Cameras.

ROCHESTER CAMERA CO.,
Rochester, N. Y.

TERMS.



Prices given herein are net; goods boxed and delivered to Express or Freight Company.

We guarantee safe arrival of goods at destination.

In ordering goods, please state how to ship, or we will use our discretion.

All goods ordered by express C. O. D. must in every instance be accompanied by double the amount of transportation charges.

All orders for shipment by freight must be accompanied by full amount of invoice.

All orders to be sent by mail must be accompanied by full amount of invoice, including postage, and will only be shipped at the purchaser's risk.

Parties unknown to us and desiring to establish a line of credit, will save delay in their order by giving approved references.

Prices given herein are subject to change without notice.

May, 1897

Poco Folding Camera.

THE **Poco Folding** cameras are the most complete folding cameras ever devised, and they combine all the features of complete view cameras, yet with perfect compactness. They are self-contained when closed, no metal parts showing, and can be used on the tripod as well as in the hand.

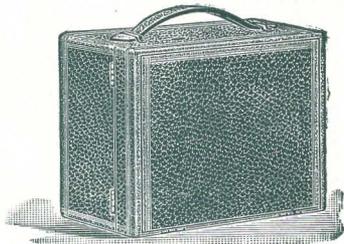
All swings on the Poco are at centers, which is optically correct, and do not change the focusing scale.

Focusing scales are made separate to match the lens it accompanies.

Poco View Finder is a special feature of all our folding cameras, it being the only combined view finder and level made. When looking at the view it is impossible to avoid seeing the level as it works on the top of the glass on which the view appears, thus all pictures are composed by the aid of a perfect view finder.

A specification of their adjustments and material of which they are made, together with size and price, are given on the following pages. The same we believe will be sufficient to satisfy any skeptic that they are fully up to date, and the most complete cameras in the market.

We request our friends to compare them with all other cameras.



Showing 4 x 5 closed.



Poco Folding Camera.

SERIES A.



Herewith represent the Poco Folding, fitted with Bausch & Lomb Iris Diaphragm Shutter, with pneumatic release, including rubber tube and bulb. The range of automatic exposure is from $\frac{1}{100}$ of a second to three seconds. Longer exposures are made by pressing the bulb to open and again pressing to close the shutter. The diaphragm is regulated by simply turning a dial. The shutter can be used with or without bulb. The sizes are designated by numbers, on opposite page.

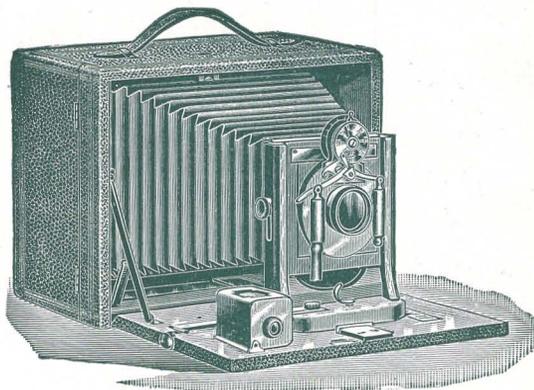
The lens is our high grade Rapid Symmetrical, perfectly rectilinear and free from distortion.

The camera is made of polished mahogany, the mountings of polished and lacquered brass, and it is covered with the best morocco grain leather, has leather handle and bellows.

It has rack and pinion focusing movement, and spring-actuated ground-glass (which can be easily removed or replaced, as will be necessary when using roll-holder).

It has Poco double combined reversing view finder and level, which can be used

when taking a picture either vertically or horizontally, two tripod plates, and large panel at the back to focus on the ground-glass when desired.



No. 40, 5 x 7 size.

It has double swing back swinging at the center, so that when in use it does not change the correctness of the focusing scale.

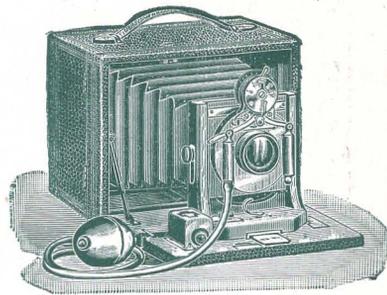


No. 35, the 4 x 5 size, measures $5\frac{1}{2} \times 4\frac{3}{4} \times 6\frac{3}{4}$ inches and weighs but $2\frac{1}{4}$ pounds. It holds four dry plate-holders or roll-holder.

No. 40, the 5 x 7 size, measures $5\frac{1}{4} \times 9\frac{1}{4} \times 7$ inches, and weighs but $3\frac{3}{4}$ pounds, yet holds three dry plate-holders or roll-holder.

No. 55, the $6\frac{1}{2} \times 8\frac{1}{2}$ size, measures $6\frac{1}{4} \times 11 \times 8\frac{1}{4}$ inches, weighs $4\frac{1}{4}$ pounds, and holds three dry plate-holders or roll-holder.

No. 65, the 8 x 10 size, measures $10\frac{1}{2} \times 6\frac{3}{4} \times 12\frac{3}{4}$ inches, weighs 5 pounds, and holds three dry plate-holders or roll-holder.

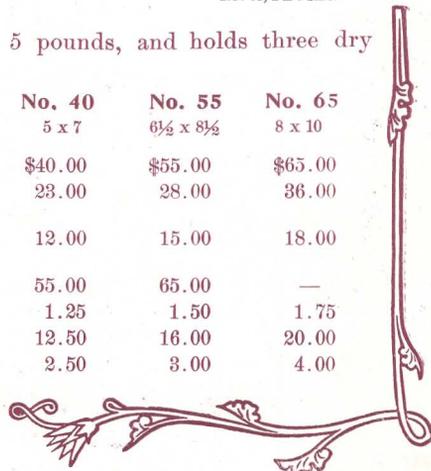


No. 35, 4 x 5 size.



	PRICE.	No. 35 4 x 5	No. 40 5 x 7	No. 55 $6\frac{1}{2} \times 8\frac{1}{2}$	No. 65 8 x 10
Complete, with Lens, Shutter, and one Dry Plate-Holder,	\$35.00	\$40.00	\$55.00	\$65.00	
Without Lens or Shutter,	18.00	23.00	28.00	36.00	
R. C. Co., Wide Angle Lens, fitted to same Shutter, extra,	10.00	12.00	15.00	18.00	
With Wide Front and Bausch & Lomb Stereo. Lenses and Shutter,	—	55.00	65.00	—	
Double Dry Plate-Holders, each,	1.00	1.25	1.50	1.75	
Roll-Holder,	10.00	12.50	16.00	20.00	
Leather Case and Shoulder Strap,	2.00	2.50	3.00	4.00	

Order by Number.



Poco Folding Camera.

SERIES B.

IN the Series B we represent the favorite Poco Folding camera with improved Poco Shutter. (See page 29 for description).

Unicum Shutter will be supplied if desired when so ordered, and will always be supplied on Nos. 45 and 54. (See page 30 for description.)

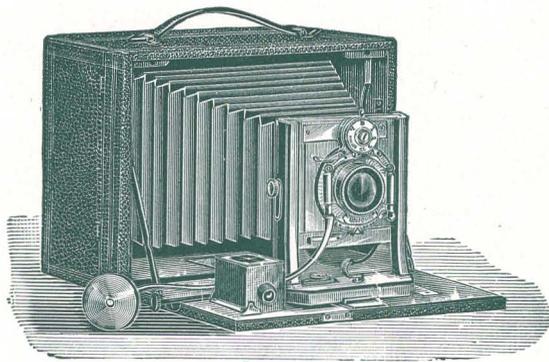
The Lens is our high grade and well known Rapid Symmetrical, perfectly rectilinear and free from distortion.

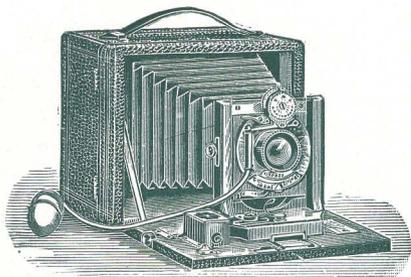
The Camera is made of polished mahogany, the mountings of polished and lacquered brass, and it is covered with best morocco grain leather, has leather handle and bellows. When closed no metal parts are visible.

It has double swing back swinging at the center, so that when in use it does not change the correctness of the focusing scale.

It has rising and sliding front, spring-actuated ground-glass (which can be easily removed, or replaced, as will be necessary when using the roll-holder), and double reversing combined view finder and level which can be used when taking the picture either vertically or horizontally. Two tripod plates, and large panel at the back for focusing on the ground-glass when desired.

The Rack and Pinion Movement for fine focusing is an essential feature of this camera.





No. 28, 4 x 5 size.

Wide Angle Lenses can be supplied in cells, interchangeable in the shutter.

The Poco has a removable lens board so other lenses and shutters may be adapted if desired.

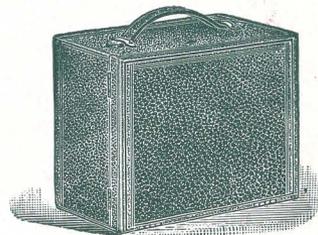
No. 28. 4 x 5 size, measures $5\frac{1}{2} \times 4\frac{3}{4} \times 6\frac{3}{4}$ inches, weighs but two pounds, and holds four dry plate-holders or roll-holder.

No. 36, 5 x 7 size, measures $5\frac{1}{4} \times 9\frac{1}{4} \times 7$ inches, weighs $3\frac{1}{2}$ pounds.

No. 45, $6\frac{1}{2} \times 8\frac{1}{2}$ size, measures $6\frac{1}{4} \times 11 \times 8\frac{1}{4}$ inches, weighs $4\frac{1}{4}$ pounds.

No. 54. 8 x 10 size, measures $10\frac{1}{2} \times 6\frac{3}{4} \times 12\frac{3}{4}$ inches, weighs 5 pounds.

Nos. 36, 45 and 54 hold three dry plate-holders or roll-holder.



	No. 28 4 x 5	No. 36 5 x 7	No. 45 $6\frac{1}{2} \times 8\frac{1}{2}$	No. 54 8 x 10
PRICE.				
Complete, including Lens, Shutter, Rack and Pinion, and one Dry Plate-Holder,	\$28.00	\$36.00	\$45.00	\$54.00
Extra for Wide Angle Lens,	10.00	12.00	15.00	18.00
Without Lens or Shutter,	18.00	23.00	28.00	36.00
With Wide Front and Bausch & Lomb Stereo. Lenses and Shutter,	—	55.00	65.00	—
Series IIIA. Zeiss Lens,	65.00*	80.00	100.00	120.00
Dry Plate-Holder, each,	1.00	1.25	1.50	1.75
Leather Case and Shoulder Strap, . .	2.00	2.50	3.00	4.00

* No. 2 Lens is used.

Order by Number.





TAKEN WITH A No. 36 POCO.

Poco Folding Camera.

SERIES C.

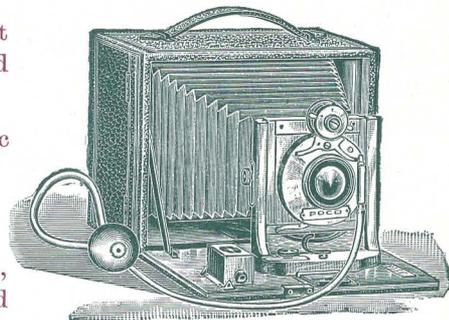
MADE of polished mahogany, covered with best morocco grain leather, trimmed with polished and lacquered brass.

The Shutter is the Poco with Iris Diaphragm and pneumatic release, one of the best on the market in every respect.

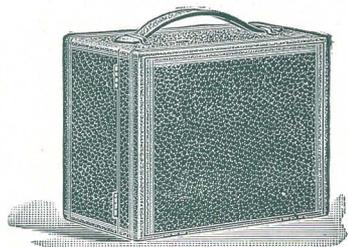
The lens is our R. C. Co.'s Rapid Symmetrical.

The adjustments are swing back, rising and sliding front, Poco reversible view finder and level, spring-actuated ground-glass screen, and has cone shape leather bellows and leather handle.

This camera is made in two sizes only. The 4 x 5 holds four plate-holders or roll-holder, and the 5 x 7 holds three plate-holders or roll-holder.



No. 20, 4 x 5 size.



	PRICE.	No. 20	No. 27
Including Camera, Lens, Shutter, and one Dry Plate-Holder,		4 x 5	5 x 7
Rack and Pinion,	\$20.00	\$20.00	\$27.00
Without Lens or Shutter, or R & P.,	23.00	23.00	30.00
With wide Angle Lens fitted to same Shutter,	12.00	12.00	16.00
Dry Plate-Holders, each,	10.00	1.00	1.25
Leather Case and Shoulder Strap,	2.00	2.00	2.50



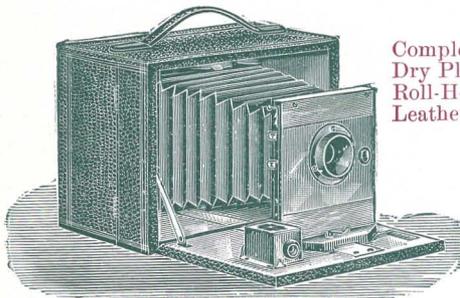


Poco Folding Camera.



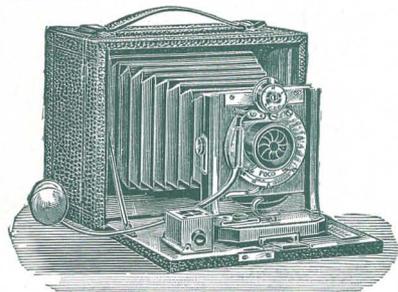
SERIES D.

OUR **Series D** meets the requirements of a compact folding camera at a moderate price. Patterned closely after the Series C, and the same care is exercised in its construction. It is made of polished mahogany, covered with fine morocco grain leather. **It has rising** and sliding front, swing back, Poco reversing view finder and level, and spring-actuated ground-glass screen. It can be placed on the tripod either vertically or horizontally. **Is fitted** with the improved Poco shutter, with Iris Diaphragms, pneumatic release and R. C. Co.'s Achromatic Lens.



No. 12, 4 x 5 size.

	No. 16	No. 22
Complete, with one Dry Plate-Holder,	4 x 5 \$16.00	5 x 7 \$22.00
Dry Plate-Holders, each,	1.00	1.25
Roll-Holder,	10.00	12.50
Leather Case and Shoulder Strap,	2.00	2.50



No. 16, 4 x 5 size.

SERIES E.

SERIES E is well made; the workmanship being as good as in the higher grade cameras, and as much care is used in its construction. It is the same style and size as the Series C. and D.

The shutter works perfectly for time or instantaneous exposures, and does not expose the plate when setting.

The lens is our R. C. Co.'s Single Achromatic. For a low priced camera this cannot be surpassed.

	No. 12	No. 18
Complete, with one Dry Plate-Holder,	4 x 5 \$12.00	5 x 7 \$18.00
Dry Plate-Holders, each,	1.00	1.25





TAKEN WITH A No. 28 POCO.



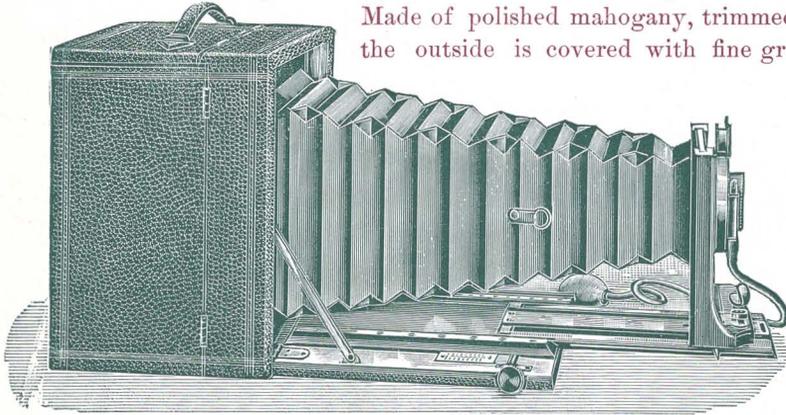
Tele-Photo Poco A.



THIS camera is designed to fill the demand for a complete camera for the professional and advanced amateur. While a trifle larger than the regular Poco Folding cameras, has all requirements, and in mechanical and optical construction is perfectly made in every detail.

Made of polished mahogany, trimmed with polished and lacquered brass, and the outside is covered with fine grain cowhide leather. It has reversing

back with both vertical and horizontal swings so arranged that they are easy and convenient to use. The long draw is obtained by the double bed, one part of which slides on the other, and rack and pinion focusing movement as shown in cut. This allows the use of very long focus lenses. The 5 x 7 having a draw of 21 ins., and measures when closed 9½ ins. long, 9¼ ins. high and 5¾ ins. wide, weighs but 6½ lbs., yet



holds all within itself, including three dry plate-holders or roll-holder. Other sizes in proportion.

Supplied with Rapid Symmetrical lens. The front lens may be removed and the rear combination used alone, thus a long draw is required, nearly doubling the size of the image.

Has rising and sliding front and Poco view finder which is the only absolutely perfect view finder and level made. It will be furnished with either the improved Poco or Unicum shutter.

The Poco shutter will be supplied if not specified, except 6½ x 8½ and 8 x 10, which will be supplied with the Unicum shutter only.

	PRICE.			
	4 x 5	5 x 7	6½ x 8½	8 x 10
Complete, with one Dry Plate-Holder,	\$38.00	\$45.00	\$55.00	\$65.00
Without Lens or Shutter,	30.00	35.00	40.00	45.00
Leather Case and Strap,	2.50	3.00	4.00	5.00



Tele-Photo Poco B.



THE **Tele-Photo Poco B** is similar in appearance to the Poco Series B, and may be used in the same way in every respect. The difference lies in its being so made as to have an extra long draw, which is obtained by the back of the camera folding down, forming a bed upon which the rear portion of the camera carrying the ground-glass screen, will slide, similar to the front.

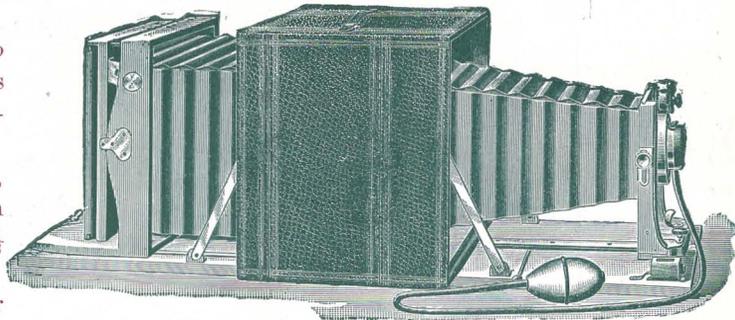
The long draw allows the use of Tele-Photo and other long focus lenses, as well as for copying, and other purposes requiring an extra length of bellows.

It is supplied with a Rapid Symmetrical lens, and improved Poco shutter. Unicum shutters are supplied with the $6\frac{1}{2} \times 8\frac{1}{2}$ and 8×10 .

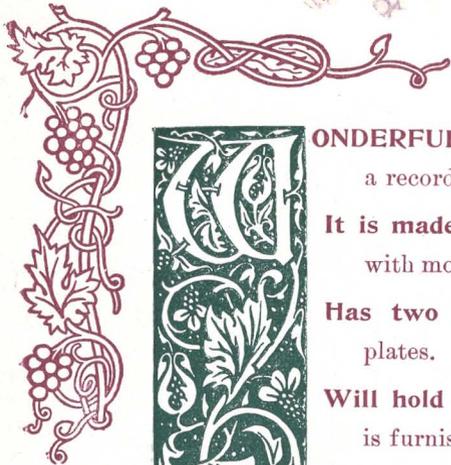
The front lens may be removed and the rear combination used alone, thus increasing the length of focus and nearly doubling the size of the image. This is very desirable for taking distant views.

Is made of mahogany, nicely polished and covered with morocco grain leather. The metal parts are of polished and lacquered brass, and when folded no working parts are visible.

It has rising and sliding front, double swing back (both swings at the center), rack and pinion focusing movement, Poco view finder and two tripod plates.



	PRICE.	4 x 5	5 x 7	$6\frac{1}{2} \times 8\frac{1}{2}$	8 x 10
Complete, with one Dry Plate-Holder, . . .		\$35.00	\$40.00	\$48.00	\$60.00
Wide Angle Lens, extra,		10.00	12.00	15.00	18.00
Without Lens or Shutter,		25.00	28.00	35.00	40.00
Leather Case and Shoulder Strap,		2.50	3.00	4.00	5.00



The Gem Poco.



WONDERFUL indeed has been the success achieved by this true "Gem," having a record for the first ninety days of 8,000 cameras sold.

It is made in the same careful manner as our high priced goods, being covered with morocco grain leather, and has a leather handle.

Has two brilliant view finders and two tripod plates.

Will hold three dry plate-holders, although but one is furnished at the price given.

It measures $4\frac{1}{2}$ x 6 x 7 inches, and weighs but one pound.



"Gem."

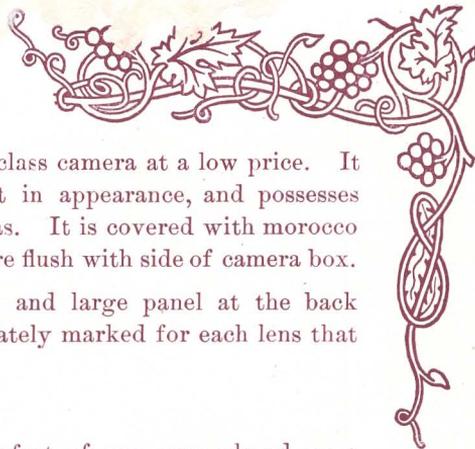
The shutter is our Rochester, for time or instantaneous work. Made in $3\frac{1}{4}$ x $4\frac{1}{4}$ size only.

PRICE.

Gem Poco, Single Achromatic Lens and one Dry Plate-Holder,	\$ 5.00
Gem Poco, Symmetrical Lens and one Dry Plate-Holder,	10.00
Gem Dry Plate-Holders, each,	1.00
Gem Leather Case and Strap,	1.25
Gem Developing and Printing Outfits,	1.50



R. C. Co.'s Special.



ROCHESTER Camera Company's **Special** is a first-class camera at a low price. It is well made, light and compact, exceedingly neat in appearance, and possesses merits only found heretofore in higher priced cameras. It is covered with morocco grain leather and has a leather handle. All working parts are flush with side of camera box.

Has two large brilliant view finders, two tripod plates, and large panel at the back to focus on the ground-glass. The focusing scale is accurately marked for each lens that accompanies the camera.

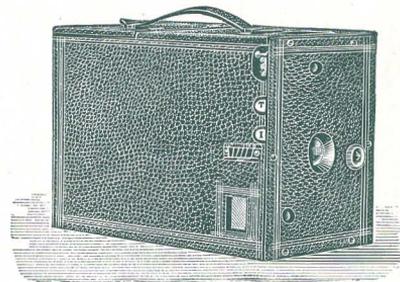
Is supplied with a high grade Rapid Achromatic Lens.

The Shutter is the ROCHESTER, the simplest and nearest perfect of any ever placed on a hand camera. In setting it, the plates are not exposed, and it is easily regulated for different speeds.

It has two press buttons, one marked **I** for instantaneous, and one marked **T** for time exposures.

There are no levers or other unnecessary appliances and the working parts are few and simple. Size $5\frac{3}{8}$ x $9\frac{3}{4}$ x $6\frac{3}{4}$ inches.

Made in the 4 x 5 size only which holds four double dry plate-holders or roll-holder.



"Special."

PRICE.

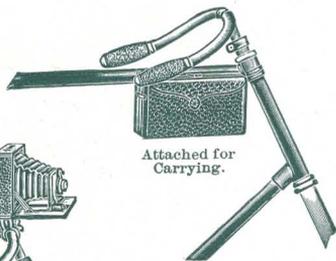
Complete, with one Holder,	\$ 8.00
Double Plate-Holders, each,	1.00
Roll-Holders,	10.00



Cycle Poco Cameras.

LEADING all Cycle Cameras the **CYCLE POCO** which was first introduced to the public in 1895 and which has met with such flattering success, has continued up to the present time to be the leader of all cameras on account of its compactness and its embodying all things essential in a camera. Others copying this style is a guarantee of its merits.

The improvements in it for this year still keep it in the lead as it always has been.



Attached for Carrying.



Attached for Use.

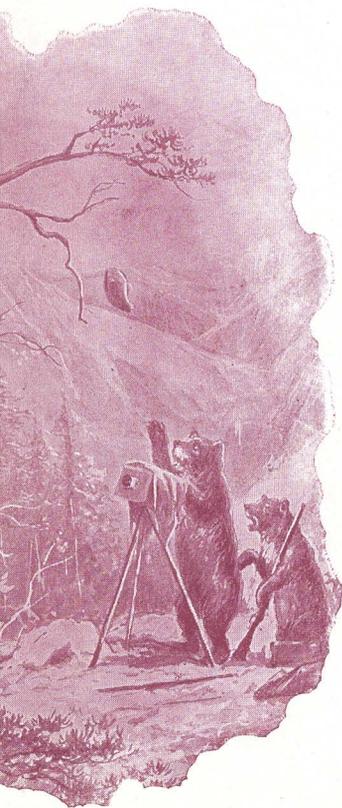
It is designed for the bicyclist, huntsman, canoeist, fisherman, and all who desire the most compact camera made.

They are the smallest possible cameras of given size on the market, yet they have all the strength and facilities of the cumbersome cameras of the past.

They are made in the very best manner of polished mahogany, trimmed with polished and lacquered brass, covered with the best morocco grain leather, and have leather bellows and handle.

A leather case and shoulder strap is furnished with each camera. The case holds the camera in one end, and the plate-holders or roll-holder in the other.





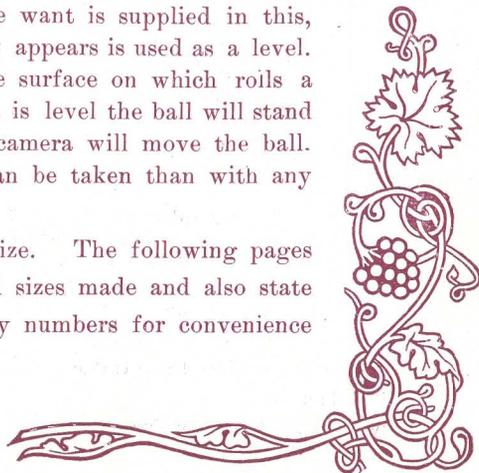
The back of the camera proper acts as a spring to hold the plate-holders in position, also for a ground-glass screen (a thin panel covering the ground-glass to protect it from breaking.) It is removable, and a roll-holder may be attached.

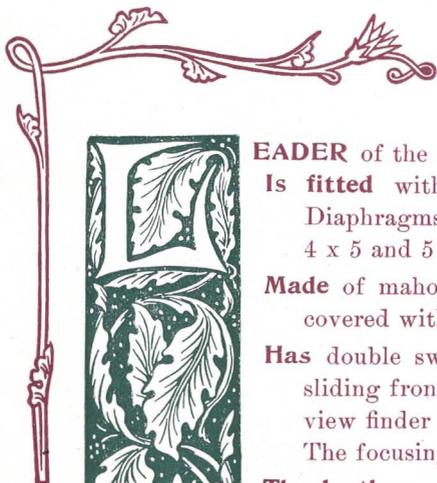
They have rising and sliding front, and can be placed on the tripod or bicycle either vertically or horizontally.



The View Finders on all are our new combination view finder and level, positively the only perfect device ever invented for camera use. As the eye cannot watch two places at once the want is supplied in this, as the same glass on which the view appears is used as a level. The top of the glass has a concave surface on which rolls a sensitive ball, and when the camera is level the ball will stand in the center, a slight tip of the camera will move the ball. With its use, more perfect pictures can be taken than with any other style.

The illustrations are taken from 4 x 5 size. The following pages will describe the different styles and sizes made and also state the prices. They are designated by numbers for convenience when ordering.





Cycle Poco Camera.



NO. 1.



LEADER of the Cycle Pocos, and the most complete camera on the market.

Is fitted with Improved Poco Shutter and Rapid Symmetrical Lens with Iris Diaphragms. Unicum Shutters will be supplied on $6\frac{1}{2} \times 8\frac{1}{2}$ and 8×10 , but on 4×5 and 5×7 , to order only.

Made of mahogany throughout, trimmed with polished and lacquered brass, and covered with the best morocco grain leather.

Has double swing back working with press buttons, swinging at centers, double sliding front, rack and pinion focusing movement, pneumatic release, Poco double view finder and level, and spring-actuated ground-glass. (Protected from breakage.) The focusing scale is accurately made for the lens.

The leather cases for 5×7 , $6\frac{1}{2} \times 8\frac{1}{2}$, and 8×10 sizes hold camera, lens, and four dry plate-holders or roll-holder. The 4×5 cases hold the camera, lens, and five dry plate-holders, or roll-holder and one plate-holder.

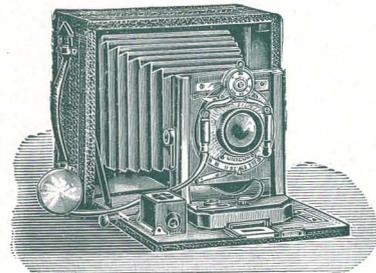
PRICE.

4 x 5 5 x 7 $6\frac{1}{2} \times 8\frac{1}{2}$ 8 x 10

Complete — Carrying-Case, one Dry Plate-Holder with Rubber Slides,	\$28.00	\$35.00	\$42.00	\$48.00
Extra for Wide Angle Lens to fit same Shutter,	10.00	12.00	15.00	20.00
Without Lens or Shutter,	18.00	23.00	28.00	36.00
Dry Plate-Holder, each,	1.00	1.25	1.50	1.75
Roll-Holder,	10.00	12.50	16.00	20.00
Bicycle Clamp to fit any size,	1.00	1.00	1.00	1.00

Order by Size.

: 18 :





TAKEN WITH A No. 1. 5 x 7 CYCLE POCO.

Cycle Poco Jr.

OR NO. 2.



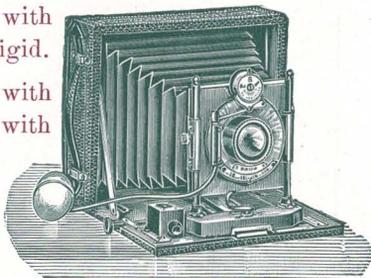
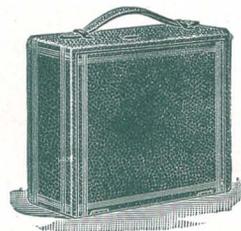
Do meet the demand for extreme compactness in a 4 x 5 camera we have added to our Cycle Poco series the Cycle Poco Jr., or No. 2.

This is made on the same general plan as the others in this series, but it is more compact.

It measures only 5 x 6 x 1½ inches, yet contains and is supplied with Improved Poco shutter and Iris Diaphragms and pneumatic release, Rochester Symmetrical Lens, rack and pinion focusing movement, Poco reversing view finder and level, rising and sliding front and two tripod plates. The ground-glass is the full size of the plate.

The case is square and holds the camera complete and four dry plate-holders or roll-holder. It measures 4 x 5¼ x 6½ inches and its weight all complete with camera is only 2½ pounds, yet it is strong and rigid.

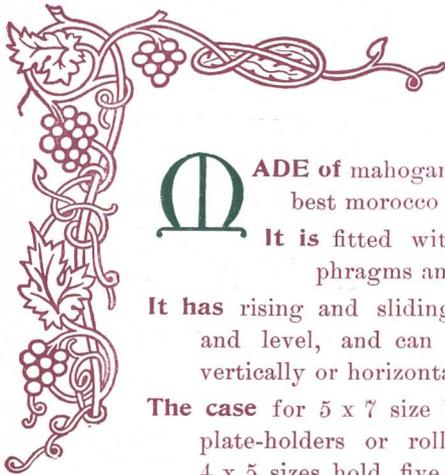
It is made of mahogany highly polished, trimmed with polished and lacquered brass, and covered with morocco grain leather.



Camera, complete,
Plate-Holders, each,

PRICE.

4 x 5
\$25.00
1.00



Cycle Poco Camera.



NO. 3.



MADE of mahogany and trimmed with polished and lacquered brass, and covered with best morocco grain leather.

It is fitted with R. C. Co.'s Symmetrical lens and Poco shutter with Iris diaphragms and pneumatic release.

It has rising and sliding front, Poco double reversible view finder and level, and can be placed on the tripod or bicycle, either vertically or horizontally.

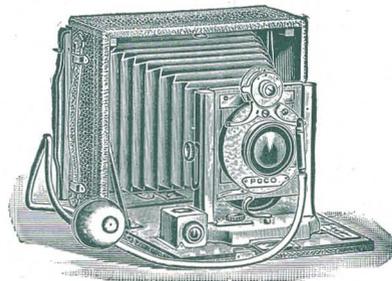
The case for 5 x 7 size holds the camera, lens, shutter, and four dry plate-holders or roll-holder. The cases for the 3½ x 4½ and 4 x 5 sizes hold five plate-holders, or roll-holder and one plate-holder.



PRICE.

Including Camera, Lens, Shutter, one Dry Plate-Holder with Rubber Slides, and Leather Case and Shoulder Strap,
 With Rack and Pinion,
 Wide Angle Lens to fit same Shutter, extra,
 Without Lens or Shutter or Rack and Pinion,
 Dry Plate-Holders, each,
 Roll-Holders,
 Bicycle Clamp for any size,

	3½ x 4½	4 x 5	5 x 7
	\$20.00	\$20.00	\$27.00
	23.00	23.00	30.00
	8.00	10.00	12.00
	12.00	12.00	16.00
	1.00	1.00	1.25
	10.00	10.00	12.50
	1.00	—	—



Cycle Poco No. 3.

Order by size.

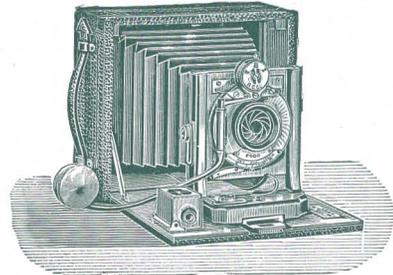


Cycle Poco Camera.



NO. 4.

THE same camera as No. 3, the only difference being in the lens. It is fitted with the best Rapid Single Achromatic lens and Poco shutter, with Iris Diaphragms and pneumatic release. Rising and sliding front, Poco reversible view finder and level, and spring-actuated ground-glass.



No. 4, 4 x 5 size.

PRICE,

3½ x 4½

4 x 5

5 x 7

Including Camera, Lens, Shutter, one Dry Plate-Holder, and Leather Case and Strap,

\$16.00

\$16.00

\$20.00

Plate-Holders, each,

1.00

1.00

1.25

Roll-Holder,

10.00

10.00

12.50



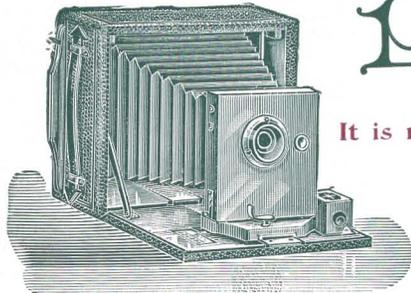
Cycle Poco Camera.



NO. 5.

PRECISELY the same as No. 4 except the shutter. It is fitted with R. C. Co.'s Single Achromatic lens, and Rochester shutter which works perfectly for time and instantaneous exposures, and does not expose the plate when setting.

It is made of the best polished mahogany, trimmed with polished and lacquered brass, and covered with morocco grain leather. Has Poco reversible view finder and level.



No. 5, 4 x 5 size.

PRICE.

3½ x 4½

4 x 5

Includes Camera, Lens, Shutter, one Dry Plate-Holder, and Leather Case and Strap,

\$12.00

\$12.00

Dry Plate-Holders, each,

1.00

1.00

Roll-Holder,

10.00

10.00

Order by Size.



TAKEN WITH A CYCLE POCO JR.

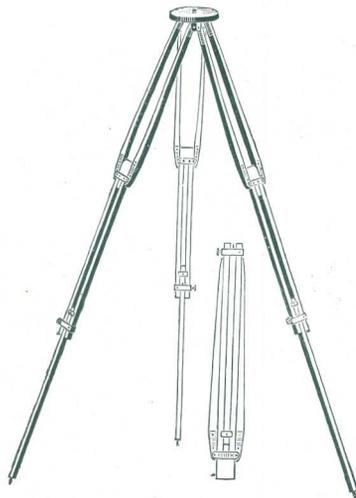
Rochester Compact Tripod.

THIS tripod is made to fold and slide, and can be adjusted to any desired length.

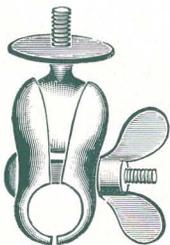
It is made of best selected spruce, with all wearing parts of brass, thus giving it the utmost rigidity and strength, yet very light.

When extended it is 4 feet 10 inches long, while it is but 23 inches in length when closed.

The tripod screw is arranged to always remain in the top.



NO.	SIZE OF CAMERA.	PRICE.
1	3¼ x 4¼ — 4 x 5 or 4¼ x 6½	\$3.00
2	5 x 7 — 5 x 8 or 6½ x 8½	3.50
3	8 x 10 or 10 x 12	4.00
4	11 x 14 or 14 x 17	5.00

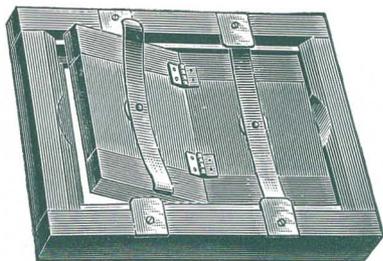


Bicycle Clamp.

IT is indispensable to wheelmen who use a camera. It is simple to adjust, and will fit any wheel. Is made of brass, nicely nickered. As it is light, it may always remain on the wheel if desired.

When ordering, state what make of camera is to be used, otherwise we will send to fit our make.

Price, \$1.00



Rochester Printing Frame.

THESE are made of cherry; the springs are of the best spring brass, riveted to the back, and a washer placed between the spring and back, allowing the spring to move freely without defacing the wood; the ears are set flush with the wood to prevent defacing them when piled one upon another.

Size, 5 x 7,	Price, \$0.50
" 5 x 8,	" .55
" 6½ x 8½,	" .60
" 8 x 10,	" .75
" 10 x 12,	" 1.00

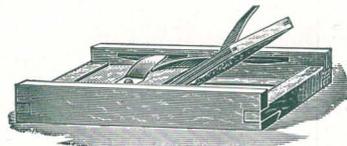
Size, 11 x 14,	Price, \$1.80
" 14 x 17,	" 2.40
" 16 x 20,	" 3.00
" 17 x 20,	" 3.00

Poco Printing Frame.

THIS frame is made of best seasoned cherry, and springs of best spring brass. It is designed principally for the amateur's use. They are light and strong.

Size, 3¼ x 4¼,	Price, \$0.25
" 4 x 5,	" .25

Size, 4¼ x 6½,	Price, \$0.30
" 5 x 7,	" .40



Harvey's Pyro-Potash Developer.

(CONCENTRATED.)

As a general developer this cannot be surpassed. You have perfect control of the plate, no matter what length of exposure has been given.

Put up in two bottles in cardboard box. Sufficient amount to develop six or seven dozen 4 x 5 plates.

Per box, \$0.50

Harvey's Hydrochinone Developer. (CONCENTRATED.)

GIVES clear black and white negatives. Desirable for transparencies. Will not stain the fingers, and can be used repeatedly until the strength is gone.

Put up in two bottles in cardboard box. Sufficient amount to develop six or seven dozen 4 x 5 plates.

Per box, \$0.50

Harvey's Eikonogen Developer. (CONCENTRATED.)

GIVES soft, brilliant negatives, easy of manipulation. Can be used repeatedly until strength is gone.

Put up in one bottle in cardboard box. Sufficient amount to develop six or seven dozen 4 x 5 plates.

Per box, \$0.50

Harvey's Toning Solution. FOR TONING ARISTOTYPE PAPER.)

CAN be used repeatedly until strength is gone.

8 oz. bottle, \$0.40 | 16 oz. bottle, \$0.60

Rochester Aristotype Paper.

Size, 3½ x 4½,	Price per doz., \$0.20	Size, 5 x 7,	Price per doz., \$0.40
" 4 x 5,	" " " .25	" 5 x 8,	" " " .45
Cabinets trimmed,	" " " .25	" 6½ x 8½,	" " " .70
Size, 4 x 6,	" " " .30	" 8 x 10,	" " " .90
" 4½ x 6½,	" " " .35		

Dry Plates.

WE keep all the leading brands of dry plates, among which are Seed, Cramer, Stanley, and Cyclones, with prices the same for all.

Size, 3½ x 4½,	Price per dozen, \$0.45	Size, 5 x 8,	Price per dozen, 1.25
" 4 x 5,	" " " .65	" 6½ x 8½,	" " " 1.65
" 4½ x 6½,	" " " .90	" 8 x 10,	" " " 2.40
" 5 x 7,	" " " 1.10		

Cards for Mounting Prints.

WE have a large variety, but will only list the principal ones that the amateur will use.

PLAIN.		GOLD BEVELED EDGE.	
ASSORTED COLORS.		PRIMROSE.	EMBOSSD BORDER.
Size	Price per doz., \$0.10	Price per doz., \$0.15	Price per doz., \$0.15
4 x 5, Cabinet	.15	.15	.20
4½ x 6½	.15	.20	.25
5 x 7	.15	.25	.30
5 x 8	.15	.25	.40
6½ x 8½	.25	.40	.50
8 x 10	.35	.50	

Compressed Fibre Developing Trays.

Size	Shallow, price \$0.28	Deep, price \$0.50
4 x 5	.56	.70
6½ x 8½	.72	.85
8 x 10	1.08	1.15

WE develop, print and finish pictures, yet we recommend those who have the time, to do the work themselves, as a great deal of the pleasure of photography is in finishing ones own pictures.

Any local dealer or photographer will also accommodate the amateur.

PRICE LIST.

SIZE.	DEVELOPING, PRINTING AND MOUNTING.	DEVELOPING ONLY.	PRINTING AND MOUNTING ONLY.
3½ x 4½	\$0.10	\$0.06	\$0.08
4 x 5	.13	.06	.10
5 x 7	.18	.08	.12
5 x 8	.20	.10	.12
6½ x 8½	.25	.12	.16
8 x 10	.30	.15	.20



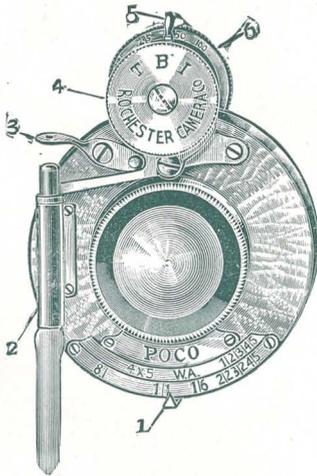
Improved Poco Shutter.



THE IMPROVED POCO SHUTTER is the simplest and best working shutter on the market. It works between the lenses and is easily regulated for time or instantaneous exposures. It is perfectly free from vibration and is noiseless.

It has both finger and bulb release.

It is fitted with Iris Diaphragms which are the best adjustments for regulating the amount of light entering the lens, and they are adjusted in accordance with the uniform system whereby each smaller stop requires just double the exposure of the preceding one.





Unicum Shutter.



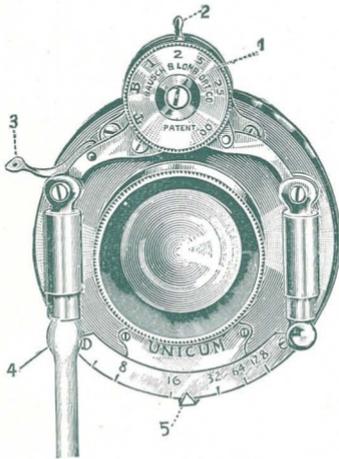
THE UNICUM SHUTTER is the latest product of the Bausch & Lomb Optical Co., and is one of the best working shutters now on the market. It has both finger and pneumatic release.

It is fitted with Iris Diaphragms which are regulated by moving the lever **5** to the right or left. The openings are in accordance with the uniform system and are indicated on the scale.

It works automatically from $\frac{1}{100}$ of a second to 1 second, and any fraction between this desired is obtained by simply revolving the disc No. **1** to the desired speed.

Long time exposures are given by placing letter **T** at indicator, one pressure of the bulb will open the shutter and the second pressure will close it.

When letter **B** is at indicator one pressure of the bulb will open it and it will close when pressure is released.





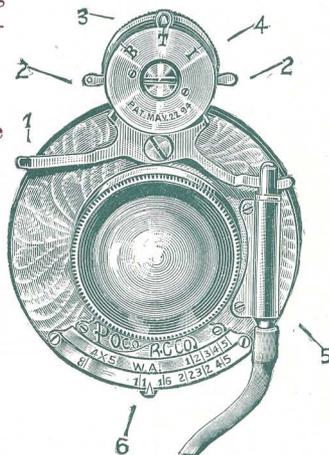
Poco Shutter.



OUR regular POCO SHUTTER has been used with great success on our Poco cameras during the past season. It is perfect in every respect, having Iris Diaphragms regulated by lever number 6, pneumatic release 5, finger release 1, setting device 2-2, graduated speed 4, and instantaneous, time, and bulb exposures as represented by letters **I, T, B** on disc 3.

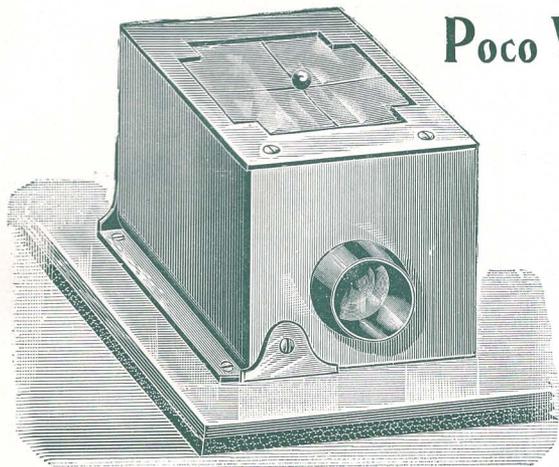
It is perfectly light-proof so there is no danger of fogged plates.

The manipulation of this shutter is very simple. Instructions for its use accompanies each shutter.

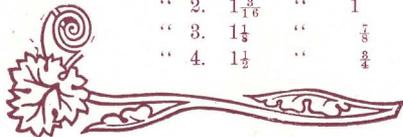


Poco View Finder and Level.

POCO combined view finder and level is made in four sizes. Price the same for any size—\$2.00.



No. 1.	1 $\frac{3}{8}$ in. long,	1 $\frac{1}{8}$ in. wide,	1 $\frac{3}{8}$ in. high.
" 2.	1 $\frac{3}{16}$ "	1 "	1 $\frac{3}{16}$ "
" 3.	1 $\frac{1}{2}$ "	$\frac{7}{8}$ "	1 "
" 4.	1 $\frac{1}{2}$ "	$\frac{3}{4}$ "	$\frac{3}{4}$ "





ART CATALOGUE DEPARTMENT
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JOHN P. SMITH PRINTING HOUSE
ROCHESTER, NEW YORK 39722



