

CENTURY CAMERAS



CENTURY CAMERA CO. ROCHESTER, N.Y.

IMPORTANT NOTICE

Particular attention is called to the low list prices of Century Cameras. It has been customary for manufacturers to maintain a high list with the idea of granting the purchaser a large discount. But discounts are misleading, and consequently we deem the best method is to quote prices representing the actual value of our goods.

CENTURY CAMERA CO.

CENTURY CAMERAS



1901

ROCHESTER, NEW YORK

U. S. A.

President

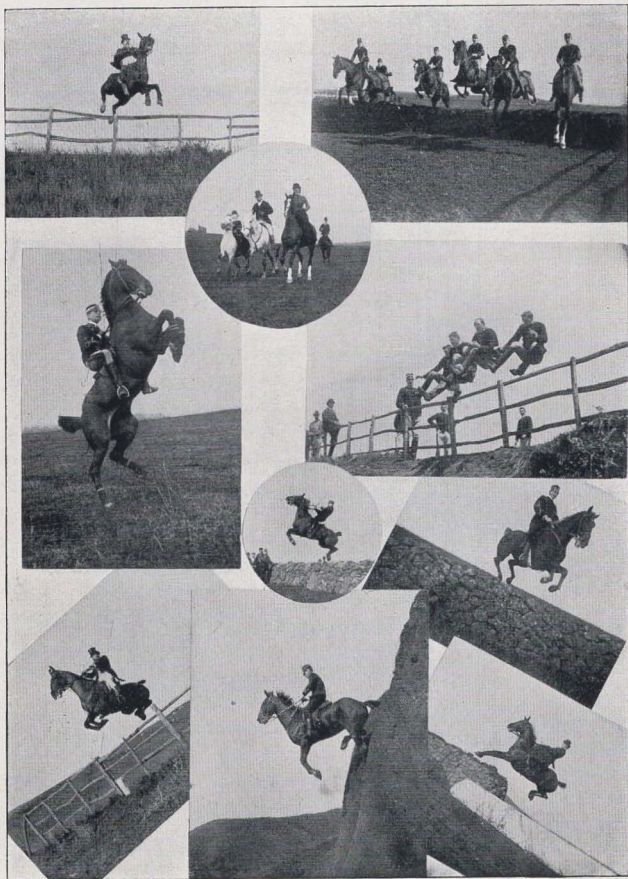
J. M. WALMSLEY

Secretary

G. E. MOSHER

Treasurer

G. J. MAC LAUGHLIN



REDUCED FROM NEGATIVES MADE WITH
GOERZ DOUBLE ANASTIGMAT LENS, SERIES
III. FURNISHED WITH CENTURY GRAND
SPECIAL CAMERAS.

PHOTOGRAPHY

FOR PLEASURE : FOR PROFIT



ALL it fad, sport, pastime, or what you will, nothing is there which offers so much all around, healthful enjoyment as Photography. It's the one pleasure that can be taken up any time of the year, and you don't have to look around for some one to "go 'long too."

To and from school; back and forth from your business; Saturday holidays, or on little jaunts, you are always "seeing things," — things which are so odd and funny, pretty and artistic, or peculiar and strange, that you tell of them time and again for the amusement of your friends.

Nothing tells a story like a picture. What would a lecture by some traveler be without stereopticon pictures to almost carry you from scene to scene, as they are thrown on the canvas? And how much better you might remember little incidents of your own trips if you only had a series of photographs to jog your memory of the things you so easily forget, but which contribute largely to make the whole trip so pleasurable.

But it is not in trips alone that a camera affords such fun for the minute, as well as for years after. What can be more exhilarating, or educative, than a tramp out in the country, with a camera, taking pictures of the growing wild flowers, or looking for artistic bits of nature — vistas here, and waterfalls there, to not only admire while you are taking them, but to be stored up in a photograph for the admiration of yourself and others long after. Snowy days and rainy days offer unlimited opportunities for the most artistic pictures. Within the house you can make portraits of your friends, or, arrange a few books, a pipe and tobacco pouch on a table, or, place a violin and bow carelessly across some sheets of



HAPPY DAYS

By Dodge, Chattanooga, Tenn.

music, and see what pretty still-life pictures can be secured. If you live in a city, you can't go many blocks without seeing things that would make most interesting pictures: a characteristic group of men; a bunch of story-swapping boot-blacks forming a picture in some doorway; or perhaps, a beggar digging into an ash barrel for a stray crust of bread. These same things have been subjects of paintings which are worth thousands of dollars, and yet ordinarily you pass them unnoticed. This shows the keen discrimination you soon acquire through owning a camera; you find artistic values in things you used to think commonplace, and the things which are artistic you appreciate all the more.

How much delight parents would find in catching perfectly natural pictures of their little tots, in all the amusing positions they get themselves into, taking mamma's and papa's darlings from month to month all through their young days — how they would prize those photographs in after years! Whatever you are — boy, girl, man, or woman — can't you at this moment recall more than one event, or scene, or face, which you would give much to have taken a picture of to help you cherish some memory? And yet, every day, events are transpiring which will some time cause you to regret that you did not have a camera, and so possess something more than a memory to help you recall them.

But photography, besides being merely pleasure, can also become a source of much profit, directly and indirectly. Hundreds of the most successful men and women artists, architects, designers, and photographers can trace their calling back to their young days, when they were proud possessors of some sort of a camera. And thousands in different lines of business, through pursuing photography as a mere hobby, have discovered ways in which it was of material aid to them in their business.

Unlike any other pastime, in photography the taking of the picture is only the beginning — the pleasures in store are clear gain.



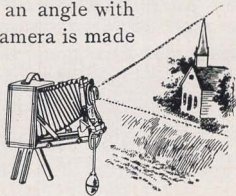


DESIRABLE FEATURES FOR HAND CAMERAS

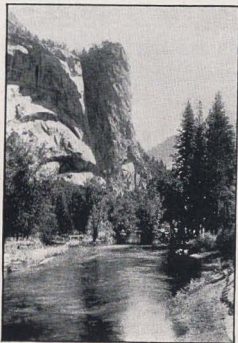
THE SWING BACK



THE purpose of a swing back is to keep the plate always absolutely perpendicular. To include the top of a tall building, or church spire, or secure more of a subject than can be obtained with the camera in its normal position, it is often necessary to tilt it, and under such conditions, with a rigid back, the lines of the resulting photograph will converge more or less at the top, as the plate will be at an angle with the subject. If, however, the back of the camera is made to move or "swing" independently, then, even though the camera is not level, the sensitive plate can be placed parallel with the subject, and straight lines secured — or, in photographic parlance, there would be no distortion, but a perfect rectilinear effect obtained. The



Showing Swing
in use



WASHINGTON TOWER
Yosemite Valley

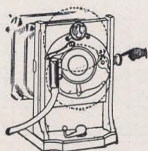
manipulation of a swing should be simple. The ease with which Century Swings adjust is a noticeable feature. On the Grand and Grand Special Cameras, the movement is made by a rack and pinion, which permits the operator to watch the reflected image while adjusting the swing.

A swing back is not absolutely essential for hand work pure and simple, and, in point of fact, is not used to so great an extent with 4 x 5 cameras as with larger sizes. Nevertheless it will be found very convenient for tripod exposures, and indispensable under conditions noted above.



RISING AND FALLING FRONT

The purpose of a rising and falling front is to shift the lens above or below the center of the sensitive plate—its normal position—in order to include more or less foreground. It will also be found an aid



Rising and Falling
Front

in securing the upper part of a building, or similar subject, which could not be covered by the lens if at the center. All Century Cameras have rising and falling front, and the maximum amount of movement is given. In Models A, B, C, and D the front is controlled by a milled head.



Double Sliding
Front

The fronts of Century Grand Cameras have rack and pinion, and are arranged to move vertically or horizontally. Such a front is generally designated a rising and sliding or a double sliding front.

REVERSIBLE BACK

A reversible back camera, to the casual observer, does not differ in appearance from the ordinary type, but it has decided advantages. The

back frame which carries the sensitive plate can be placed either upright or horizontal at will—without changing position of the camera—a decided advantage, especially when making tripod exposures. *Fig. 1* shows the camera back with a plate horizontal, in which position a portion of the subject is cut off. By reversing the back the plate will be vertical, as in *Fig. 2*—the whole subject included, and often a more artistic effect obtained. This feature, heretofore, has been confined largely to the more expensive instruments, but realizing its desirability and importance, the Century Camera Co. fit all Century cameras with reversible backs, which cannot fail to add to their popularity.

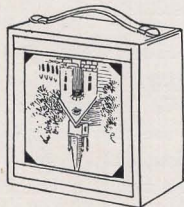


Fig. 1

whole subject included, and often a more artistic effect obtained. This feature, heretofore, has been confined largely to the more expensive instruments, but realizing its desirability and importance, the Century Camera Co. fit all Century cameras with reversible backs, which cannot fail to add to their popularity.

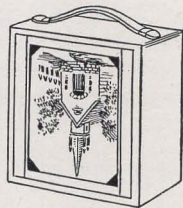


Fig. 2



THE CENTURY SHUTTERS



AMONG the many new features connected with Century Cameras to which we take pleasure in calling especial attention is our line of shutters.

We are the first house to offer the new Automatic shutters, and show this season two styles. *Figure 1* illustrates the Century Automatic fitted with retarding device. *Figure 2* shows our single valve Automatic. Both have triplicate movement arranged to operate for instantaneous, time, and bulb exposures. The mechanism is so constructed that in moving to terminate an exposure it simultaneously and automatically sets itself for the

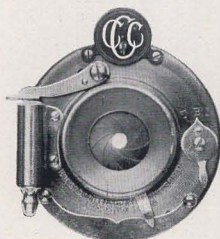


Fig. 2

next exposure. It is apparent that the element of uncertainty as to whether the shutter is set is thus removed, as it is always ready for instant use, being released and set again by one pressure of the bulb. When set for instantaneous work the speed of Automatic Shutter, *Figure 1*, can be varied at will by simply revolving a disc at the top, on which is engraved the time of operation in fractional parts of seconds. *Figure 3* shows our new Double Valve Shutter, one of the neatest and most perfect models yet devised. It resembles in general appearance the Automatic, but has, as will be noted from the illustration, a trigger on either side—one serving to set the leaves and the other acting as a finger release.

SPEEDS OF SHUTTERS

When photographing objects in motion there is a minimum speed at which the shutter must work to obtain a negative perfectly sharp



Fig. 1

It is apparent that the element of uncertainty as to whether the shutter is set is thus removed, as it is always ready for instant use, being released and set again by one pressure of the bulb. When set for instantaneous work the speed of Automatic Shutter, *Figure 1*, can be varied at will by simply revolving a disc at the top, on which is engraved the time of operation in fractional parts of seconds. *Figure 3* shows our new Double Valve Shutter, one of the neatest and most perfect



Fig. 3



and free from blur. It is unwise, however, to drive the shutter faster than absolutely necessary, for the slower the speed the more likelihood there is of getting a fully-timed plate. One important fact should not be overlooked. Objects approaching the camera head on, or nearly so, can be photographed with a much slower working shutter than if they passed directly across the plate at right angles. For instance, a man walking slowly towards the camera at a distance of fifty feet can be secured with the shutter set at a speed of about one-fifteenth of a second, but if he passed at right angles to the camera, it would be necessary to operate the shutter three times as fast to obtain an image without blur. A little experience, however, will soon demonstrate what speed under given conditions will yield the best results.

It is interesting to note the variations in distance covered by different objects in motion, and we give a few below, for comparison, compiled by the editor of the *Photo Beacon*, Mr. Todd :

| | FT. PER SEC. |
|---|--------------|
| A man walking three miles per hour moves | 4½ |
| A vessel traveling twelve knots an hour moves | 19 |
| A trotting horse moves | 39 |
| An express train at 38 miles an hour moves | 59 |
| An express train at 60 miles an hour moves | 80 |
| Waves during a storm move | 65 |
| The flight of the swiftest birds is | 264 |
| A cannon ball moves | 1625 |

DIAPHRAGMS, OR STOPS

The diaphragms, or stops, of a lens serve two purposes — they reduce the amount of light entering the lens in a given time, and greatly improve the definition.

The system of numbering stops in almost universal use is based on the method introduced by the Royal Photographic Society of Great Britain, commonly known as the U. S. system. The stops are numbered according to their area. In other words, with this system each stop requires just twice the exposure of the next larger, or one-half the amount of the size smaller stop. The value is also frequently expressed by a fraction representing the proportion that the diameter of the stop bears to the focal length of the lens. For example, if the largest stop of a lens 8" focus measures 1" in diameter, to express its value in the *f* system we designate it *f* 8, indicating the diameter is just one-eighth the focus of the lens. Century Shutters are marked in the U. S. system.

CENTURY

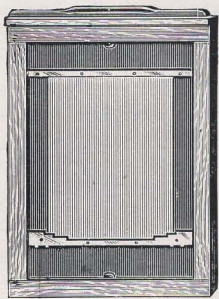


CAMERAS

THE CENTURY PLATE HOLDER



ONE of the most important accessories in connection with any camera is undoubtedly the plate holder. It should be compact, strong, yet light in weight and easy to load—principles which we have embodied in the Century Holders. They are manufactured of hard wood handsomely finished, and fitted with our new registering slides, far superior to hard rubber, as they do not collect dust, will not crack or split under varied conditions of temperature, and are impervious to water. To fill the holder it is only necessary to rest the plate on a spring at one end; press the spring down, and the plate falls into place. It is altogether one of the best and easiest plate holders to manipulate yet designed.



SELF-ADJUSTABLE HOLDER

We also call especial attention to the Warnica Self-Adjustable Plate Holder. It is the only successful device in the market for hand cameras that will carry and automatically center plates of a smaller size than the holder.

A pair of bars actuated by coiled wire springs, concealed in the sides of the holder, clamp the plate in its proper position. When full-sized plates are used, the bars pass into a recess at either end. The illustration shows a 4 x 5 plate in a 5 x 7 holder. It can be inserted either vertically or horizontally. Many times a photographer, for experimental or other purposes, wishes to use a smaller plate than the Camera calls for. Heretofore inside frames, or "kits," have been employed, but with the Warnica Adjustable Plate Holder the bother of inserting kits, to say nothing of the additional expense involved, is avoided. Its weight and dimensions are the same as regular Holders. We can furnish Adjustable Holders to fit any of our Century Cameras, also for Cameras of all leading makes. When ordering holders separately, specify style of camera they are to fit. Price, 4 x 5, \$1.25; 5 x 7, \$1.50; 6½ x 8½, \$1.85; 8 x 10, \$2.25.

CENTURY



CAMERAS

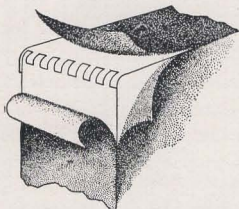
A FEW WORDS AS TO HOW CENTURY CAMERAS ARE MADE



It is said "truth makes all things plain." We wish therefore to state, briefly, a few facts concerning the manufacture of Century Cameras, and show why our claim for a superior line of goods is well founded.

The Century Camera Company is new in name only, as its officers and directors are all men who for many years have been identified with the manufacture of the finest and most popular lines of Cameras in the market.

Our designing room is in charge of an expert of exceptional ability, a man who has originated more new features in connection with plate hand cameras than any one in the trade. For over fifteen years he was associated with one of the largest and most successful houses, and his many new ideas will now be embodied in Century Cameras.



Leather removed showing dovetailed corner of a Century Camera.

Then again, nothing but the best raw materials enter into the construction of our goods. We buy selected lumber, all kiln dried. We use the finest leather procurable for bellows and covering. All metal parts are true, and accurately fitted. Century Cameras are manufactured of mahogany, and dovetailed, not merely nailed together, insuring greater strength. Every bellows is lined with rubber cloth, carefully cemented, which renders it

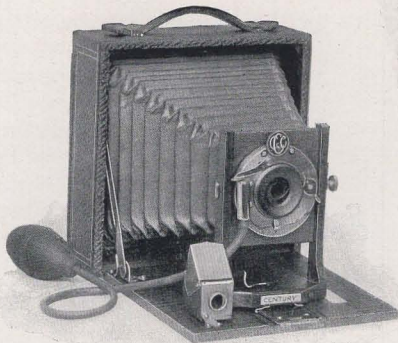
perfectly light proof. Not only do we use the best raw materials, but the lumber, brass, leather, and all other parts are handled by skilled mechanics—men trained by years of experience in their respective departments. Add to this the fact that Century Cameras have lenses of the best type, and shutters of the most improved design, it is self-evident such a combination can only result in a finished product of the highest order.

We thoroughly believe a large percentage of the photographic public fully appreciates merit and quality. To that class especially, it will be our endeavor to cater.

CENTURY

MODELS
A AND B

CAMERAS



SPECIFICATIONS :

- SIZE — Model A made in 4 x 5 only. Model B, 4 x 5 and 5 x 7.
 BED — Polished mahogany. Model B has piano hinge.
 CASE — Mahogany, dovetailed and leather covered.
 METAL PARTS — Polished and lacquered brass.
 SWING — Model B has new swing back and swing bed.
 FRONT — Adjustable above and below the center.
 BACK — Reversible, with spring actuated screen.
 FINDER — Reversible and hooded.
 SHUTTER — Model A has Single Valve Automatic. Model B is fitted with Century Double Valve. Both have iris diaphragms, pneumatic release, instantaneous, time, and bulb movements. For description see page 7.
 LENS — Model A, Achromatic or Rapid Rectilinear. Model B fitted with Rapid Rectilinear only.
 GLASS PLATES or roll film may be used.

PRICE

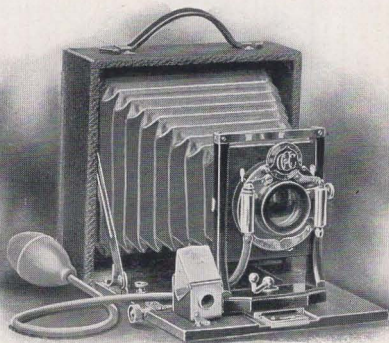
Including leather-covered case with handle and double plate-holder.
 Sole leather carrying case furnished with Model B.

| | Model A | Model B | |
|--|---------|---------|---------|
| Century Camera, Achromatic Lens | \$ 8 00 | 4 x 5 | 5 x 7 |
| With Rapid Rectilinear Lens | 10 00 | \$15 00 | \$20 00 |
| Extra Double Plate-holders, each | 60 | 60 | 80 |
| Cartridge Roll-holder, fitted | 5 00 | 5 00 | 6 50 |

CENTURY

MODELS
C AND D

CAMERAS



SPECIFICATIONS :

TWO SIZES — 4 x 5 and 5 x 7.

BED — Polished mahogany, attached with brass piano hinge.

CASE — Mahogany, dovetailed and leather covered.

METAL PARTS — Polished and lacquered brass.

FRONT — Rising and falling. Lens board removable.

RACK AND PINION, for focusing.

BACK — Reversible, with spring actuated screen.

FINDER — Brilliant, brass bound, reversible and hooded.

SHUTTER — Century Automatic with speed regulator. For detailed description see page 7.

LENS — Century Rapid Rectilinear.

GLASS PLATES or film may be used.

Model D is the same equipment as Model C, but it has in addition our New Swing Back and Swing Bed. We also furnish Model D with Special Symmetrical Lens at a slight advance in price, as noted below.

PRICE

Including sole leather carrying case and one double plate-holder.

| | | |
|---|---------|---------|
| | 4 x 5 | |
| Century Camera, Model C | \$18 00 | \$24 00 |
| Century Camera, Model D | 20 00 | 26 00 |
| Model D with Special Symmetrical Lens | 22 00 | 28 00 |
| Wide Angle Lens, extra. | | |
| Extra Double Plate-holders | 60 | 80 |
| Cartridge Roll-holder, fitted | 5 00 | 6 50 |

CENTURY MODELS C AND D CAMERAS



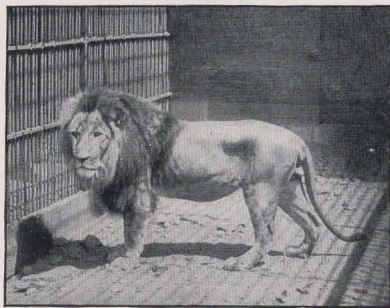
THE Century Cameras, Models C and D, are similar in general design to Model B, but of a higher type. Both are fitted with a rack and pinion—a very convenient adjustment, especially when a tripod is used, and Model D has in addition our new swing back and swing bed. This will often be found a decided advantage, especially for the purpose of photographing tall buildings, churches with high spires, and similar objects, which could not otherwise be included on the plate without distortion.

The woodwork is mahogany, selected and kiln dried, handsomely polished, and in contrast with the rich black grained leather covering the case and finely lacquered metal parts, presents an elegant appearance.

Century Cameras, Models C and D, are fitted with a carefully tested Rapid Rectilinear Lens and our New Automatic Shutter, as illustrated on page 7, Fig. 1. Model D we also furnish with our Special Rapid Symmetrical Lens—

a very fine type of lens—at a slight advance in cost. The Automatic Shutter is adjustable for instantaneous, time, and bulb exposures, and has iris diaphragms, with apertures marked in the standard U. S. System. The speed is indicated by an index and dial at the top, and exposures of different lengths are secured by simply turning a milled head. The adjustment is

much easier made in the Automatic and Century Double Valve Shutters than others of a similar type, and the perfect construction reduces to a minimum the liability of any disarrangement of the various parts. The fronts of both Models C and D are adjustable for varying the amount of sky and foreground. The entire equipment is enclosed in a handsome sole leather carrying case with handle.



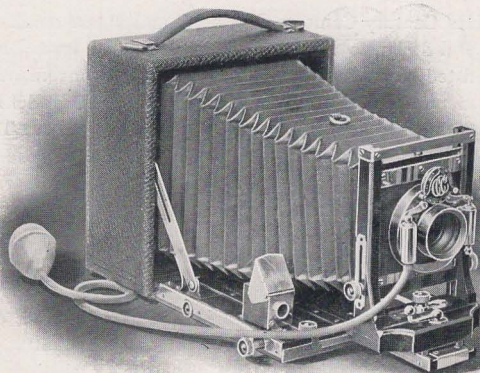
AT THE PHILADELPHIA ZOO

By W. H. Rau

CENTURY

MODELS E AND F

CAMERAS



SPECIFICATIONS :

TWO SIZES — 4 x 5 and 5 x 7.

CASE — Mahogany, dovetailed and leather covered.

BED — Double section, telescopic, brass bound, operated by a fine rack and pinion; attached to case with brass piano hinge.

METAL PARTS — All handsomely polished and lacquered.

FRONT — Double sliding, moving vertically and horizontally.

SWING — New design. Both the back and bed swing.

BACK — Reversible, with spring actuated ground glass screen.

FINDER — Century, extra brilliant, with brass hood; reversible.

SHUTTER — Century Automatic with Speed Regulator. For description see page 7.

LENS — Special Rapid Symmetrical, with back combination of proper focal length to use singly.

GLASS PLATES or film may be used.

The principal difference between Models E and F is the latter has the swing back operated by rack and pinion. The illustration shows Model F.

PRICE

Including handsome sole leather case and one plate holder.

| | | |
|---|---------|---------|
| | 4 x 5 | 5 x 7 |
| Century Camera, Model E | \$24 00 | \$30 00 |
| Century Camera, Model F | 28 00 | 34 00 |
| Extra Plate-holders | 60 | 80 |
| Wide Angle Lens, extra | 7 00 | 9 00 |
| Cartridge Roll-holder, fitted | 5 00 | 6 50 |

CENTURY

MODELS
E AND F

CAMERAS



THE Century Cameras, Models E and F, will be found two of the most popular styles of the entire series. While perfect hand Cameras, they are provided with every adjustment for tripod work as well, and will appeal strongly to advanced amateurs, also to those who prefer to invest a little more money at the start and secure an instrument covering a wider range of work.

They are both manufactured of the finest mahogany, polished in the very best manner and covered with black seal grain leather. The platform is attached to the case by means of a piano hinge running the entire length of the bed, adding strength and beauty.

The bed is made in two sections, telescopic and brass bound, giving strength and rigidity.

The extension bed provides for a longer bellows and consequently greater focal capacity—a very important point.

Century Cameras, Models E and F, are fitted with both swing back and swing bed. In Model F the swing adjusts by means of a rack and pinion. To secure the required angle of view, the camera is placed perfectly level, and while examining the image on the ground glass screen the swing is adjusted by revolving the pinion. It will lock itself in any desired position, and when the milled head is pushed in flush, the pinion becomes disengaged and the back of the Camera is perfectly straight.

The front has both vertical and horizontal movements. The lens and shutter can be placed above and below the center of the plate.

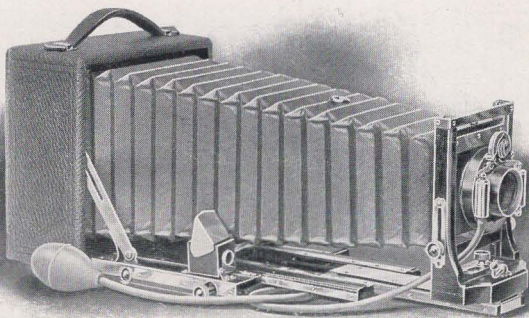
The Century Rapid Symmetrical Lens is made especially for us, and everyone has our full guarantee. It is of a superior quality and altogether a higher grade of lens than usually fitted to many of the more costly Cameras. It possesses speed, good covering power, excellent definition, and we can recommend it for general work.

Models E and F are both fitted with our New Automatic Shutter having speed regulator. All Automatic Shutters heretofore offered have been lacking in a retarding device to govern the speed. The Century has this improvement in perfected form, and will give automatic exposures ranging from one second to fractional parts of a second.

CENTURY

MODEL GRAND

CAMERAS



SPECIFICATIONS :

THREE SIZES — 4 x 5, 5 x 7, 6½ x 8½.

CASE — Dovetailed mahogany, covered with black cowhide leather; padded handle.

BED — Triple section, telescopic and brass bound, operated by a single pinion; attached to case with piano hinge.

METAL PARTS — All highly polished and lacquered.

FRONT — Double sliding, operated by rack and pinion.

SWING — Entirely new design. Swing back and swing bed. Exact adjustment secured by rack and pinion.

BACK — Reversible with spring actuated focusing screen.

FINDER — New extra brilliant with brass hood.

SHUTTER — Century Automatic with speed device. See page 7.

LENS — Century Triple Convertible, or Special Rapid Symmetrical. GLASS PLATES or film may be used.

PRICE

Including handsome plush lined sole leather case and one plate holder, either our regular style or the Warnica Adjustable.

| | 4 x 5 | 5 x 7 | 6½ x 8½ |
|--|---------|---------|------------|
| Century Grand, Rapid Symmetrical Lens | \$33 00 | \$40 00 | \$55 00 |
| Century Grand, Triple Convertible Lens | 38 00 | 45 00 | 60 00 |
| Wide Angle Lens, extra | 7 00 | 9 00 | 12 00 |
| Extra Plate-holders, Regular, | 60 | 80 | 1 20 |
| Self-adjustable Plate-holders, | 1 25 | 1 50 | 1 85 |
| Cartridge Roll-holder, | 5 00 | 6 50 | (Not made) |

CENTURY

MODEL
GRAND

CAMERAS



THE Century Grand is distinctly a 1901 Camera. It is the result of much careful study on the part of those who have been engaged in designing cameras of the best type for years, and contains more improvements and exclusive features than any other folding hand camera in the market.

No expense whatever has been spared in its manufacture, as a critical examination will prove. The general design, solid construction, rigidity of every part, portability, easy means of manipulating all adjustments, and fine finish of both wood and brass work are noticeable features. The Century Grand is built throughout of mahogany—selected and kiln dried, with all joints dovetailed. The outside case is handsomely covered with fine black seal grain cowhide, and has a padded handle for carrying. The metal work is polished and lacquered in a rich gold color. The bellows is made from red leather, lined with rubber cloth, and attached by rubber cement, insuring elasticity and rendering the bellows absolutely light-tight.

The triple section telescopic bed is made on an entirely new principle, covered by letters patent, and so arranged that the different sections are operated by a single pinion at the side. The section carrying lens and shutter moves first by turning the milled head, and when fully extended locks automatically into, and at the same time carries forward the second section by means of a continuous rack. Each of the three sections is bound by metal to prevent any possibility of lost motion, and brass guides on top of the bed serve to insure strength and perfect rigidity,—a feature which will appeal very strongly to all photographers. The platform is attached to the case by a brass piano hinge extending the full length of the bed, adding strength and beauty to the entire equipment.



READY FOR BREAKFAST

By W. H. Rau, Phila.

CENTURY MODEL GRAND CAMERAS

The swing is operated by a pinion at the side. To include the desired angle of view it is only necessary to set the camera perfectly level, then turn the milled head until the subject appears in proper position on the plate. The operator can thus watch the image, and at the same time adjust the swing back.

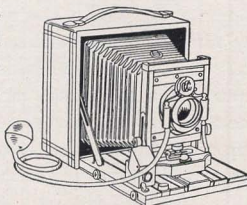


NOT QUITE SATISFIED
By W. H. Rau, Phila.

The front has both vertical and horizontal movements, being also governed by a fine rack and pinion. Our method of fitting both swing back and adjustable front gives far greater opportunities to the operator for the composition of his picture.

We quote the Century Grand fitted with either our Century Triple Convertible or the Rapid

Symmetrical lens. Both are excellent lenses, but especial attention is called to the Convertible, as it is designed particularly for a camera with long extension bellows. By "convertible" we mean the front and back lenses can be used together not only as a compound, but either combination may be worked alone. Each is of different foci, and thus the operator has in reality the choice of three separate and distinct lenses. This type of lens is perfectly achromatic, rectilinear, and of superior covering power and definition. The back combination is much shorter focus than the front lens, but the curvatures are so calculated as to secure perfect optical symmetry of the compound lens, and at the same time form most excellent achromatic and aplanatic objectives if used singly. The relative size of the reflected image given by the three lenses is about in proportion of 2 to 3 to 4 — 2 representing the result when both combinations are used, 3 the back

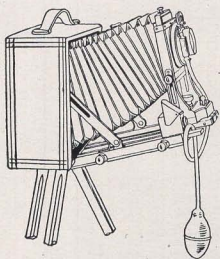


Century Grand, showing first section of bed only

CENTURY

MODEL
GRAND

CAMERAS



Century Grand, showing swing
and rising front in use

lens alone, and 4 the front lens alone. With a convertible lens it will thus be seen that the photographer can cover a much wider field of work and secure far better results of subjects at a distance from the camera than can possibly be obtained with a lens of the ordinary type.

To use the back lens alone the front combination must be removed. When the front lens only is required the back combination is removed, and the front lens screwed in its place. The focal length of the compound lens and of each combination is engraved on the mountings.

Our new Automatic shutter with retarding device is fitted to the Century Grand Camera, and it is a decided 1901 novelty. Its many attractive features and advantages will, we are certain, be received with approval by both amateur and professional photographers. The Automatic is arranged to operate for instantaneous, bulb, and time exposures. The mechanism is so constructed that in moving to terminate an exposure it will simultaneously and automatically set itself for the next exposure. There can of course be no question as to "whether the shutter is set" — it is always ready for instant use, being released and set by simply pressing the bulb. The diaphragms are marked in accordance with standard U. S. system.

We have spared no pains or expense to make the Century Grand the finest equipment in every detail of construction ever offered.

The success of our efforts can only be judged by a careful examination and comparison.



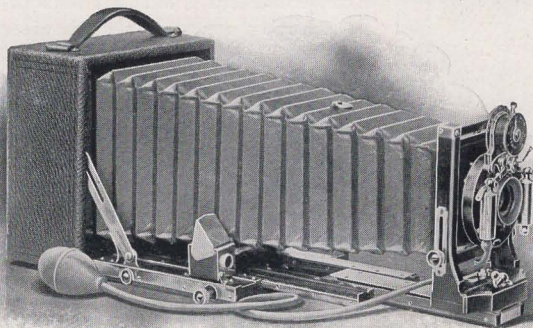
VERY MUCH DISAPPOINTED
By W. H. Rau, Phila.

CENTURY

SERIES III

CAMERAS

CENTURY GRAND SPECIAL,



THE Century Grand Special, Series III, is our regular Grand Camera, substituting a Goerz Double Anastigmat Lens, Series III, fitted with either Goerz Sector or Bausch & Lomb Iris Diaphragm Shutter.

Although only a few years have passed since the Goerz Lenses were placed on the market, they have attained in all parts of the globe a foremost position. Authorities on the subject of photographic optics declare them to be the most perfect of modern lenses. They satisfy the highest requirements of both professional and amateur photographers, being adapted for all around purposes in and out of doors, and consequently are universal instruments in every sense of the word. Lenses of this type possess great speed, and with large aperture admit of instantaneous photographs being taken even on dull days. The image is cut sharp and clear without the use of diaphragms—definition, brilliancy and depth being uniform over the entire plate.

The back combination can be used by itself for the purpose of photographing long distance subjects. The focus is about double that of the compound lens.

The new Goerz Sector Shutter is formed by segments situated in the plane of the diaphragm, opening from and closing towards the

CENTURY

SERIES
III

CAMERAS

center. It operates without jar and is entirely noiseless. The fractional parts of seconds indicating variations of speed ranging from one one-hundred-and-fiftieth to one second, are absolutely correct for any size of stop or adjustment. The manipulation is simple, and as the shutter is made throughout of aluminum its weight does not exceed two and three-quarters ounces.

FITTING OF SPECIAL LENSES
AND SHUTTERS

The fitting of shutters to high grade lenses is a matter of far greater moment than the average photographer realizes. Unless the combinations are accurately centered and placed exactly the proper distance apart the lens cannot perform its best work. We guarantee every lens and shutter sent out with Century Grand Special Cameras to be correctly adjusted.

The carrying case is of handsome dark brown sole leather lined with velvet, the lid being padded. It has lock and key in addition to two snap catches at the side, and will accommodate five extra plate-holders.

We fit the No. 1 Lens to 4 x 5 Cameras; No. 2 to 5 x 7, and No. 4 to 6½ x 8½. The No. 3 lens, 8¼ inches focus, if preferred, can be substituted for No. 2, at an additional cost of \$12.



PAPA'S DARLING

PRICE

Including one plate-holder, either Regular or Self-adjustable, and carrying case.

| | | | |
|---|---------|----------|------------|
| Century Grand Special, Series III, with | 4 x 5 | 5 x 7 | 6½ x 8½ |
| Bausch & Lomb Diaphragm Shutter | \$86 00 | \$100 00 | \$135 00 |
| Century Grand Special, Series III, with | | | |
| Goerz Sector Shutter | 93 00 | 107 00 | 150 00 |
| Extra Plate-holders, regular | 60 | 80 | 1 20 |
| Self-adjustable Plate-holders | 1 25 | 1 50 | 1 85 |
| Cartridge Roll-holder | 5 00 | 6 50 | (Not made) |

CENTURY

SERIES
VIIa

CAMERAS

CENTURY GRAND SPECIAL



THE Century Grand Special Series VIIa is identical with the Century Grand except the lens and shutter. The special equipment, Series VIIa, is furnished with a Zeiss Convertible Anastigmat Lens and Bausch & Lomb Iris Diaphragm Shutter, in place of the regular style. It will be apparent, that this combination is a very strong one, and appeals alike to the amateur and professional photographer desiring an outfit of the highest obtainable type, irrespective of cost.

For general use no form of lens has given greater satisfaction than the Anastigmat, and the Zeiss Convertible Series VIIa covers the widest range of work. The front and back combinations being of different foci, gives the operator the choice of three separate and distinct lenses. The covering power and definition are remarkable, all parts of the image circle being equally well corrected. In the Convertible Anastigmat is solved the problem of securing a single lens for all kinds of work. The front and rear combinations can be used alone for subjects requiring long focus lenses, while the combined systems give an extra rapid lens suitable for the shortest exposures, difficult architectural subjects, in fact, for any situation where speed, angle, covering power, depth of focus, and brilliancy are required.

The Bausch & Lomb Iris Diaphragm Shutter is so well known, a detailed description is hardly necessary. It is sufficient to say that its popularity is greater than ever before, both in America and abroad.

The carrying case is a handsome design, made of dark brown leather, lined throughout with velvet. It has lock and key. There is room for the camera and five extra plate-holders.

We fit the No. 3 lens to 4 x 5 cameras, the No. 8 to 5 x 7, and No. 12 to 6½ x 8½, unless otherwise ordered.

PRICE

Including one plate-holder, either Regular or Self-adjustable, and carrying case.

| | 4 x 5 | 5 x 7 | 6½ x 8½ |
|---|----------|----------|------------|
| Century Grand Special Series VIIa | \$100 00 | \$120 00 | \$175 00 |
| Extra Plate-holders, regular | 60 | 80 | 1 20 |
| Self-adjustable Plate-holders | 1 25 | 1 50 | 1 85 |
| Cartridge Roll-holder, fitted | 5 00 | 6 50 | (Not made) |

CENTURY

SERIES
II

CAMERAS

CENTURY GRAND SPECIAL



THE Century Grand Special, Series II, is exactly the same as our regular Grand Camera, excepting we substitute a Voigtlaender Collinear Anastigmat Lens, Series II, and Bausch & Lomb Iris Diaphragm Shutter in place of the regular style.

Astigmatism in all probability is accountable for more poor negatives than is generally supposed. It is the error of a lens which prevents reproduction of lines at various angles in the same focal plane. The Collinear Anastigmat Lenses were designed with a view to correcting this fault, and they have attained that ideal absolutely.

There are many lenses which will yield good results if you give plenty of time and restrict them to small angles. They have, however, little capacity for wider and more difficult work. Sometimes they will not even cover forty-five degrees of arc without diaphragms, which when used necessarily reduce the volume of light, and even then the defining power is of a low order.

Collinear lenses, ground on a new formula and made of Jena glass, completely correct this error. They give a field free from curvature, as the image circle is made so large for each lens that the part of it utilized is flat to all intents and purposes. Ideal covering power is the logical result. In short, there is no requirement, be it ever so exacting, which the pictorial photographer may call upon his lens to perform, that the Collinear Anastigmat cannot fully meet.

The carrying case is of handsome dark brown sole leather, velvet lined, with a padded lid. Lock and key are fitted in addition to two snap catches. The case will hold the camera and five extra plate-holders.

We fit No. 3 Lens to 4 x 5 Cameras; No. 4 to 5 x 7, and No. 5 to 6½ x 8½.

PRICE

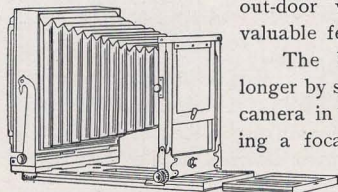
Including one plate-holder, either Regular or Self-adjustable, and carrying case.

| | 4 x 5 | 5 x 7 | 6½ x 8½ |
|--|---------|----------|------------|
| Century Grand Special, Series II | \$86 00 | \$109 00 | \$137 00 |
| Extra Plate-holders, regular | 60 | 80 | 1 20 |
| Self-adjustable Plate-holders | 1 25 | 1 50 | 1 85 |
| Cartridge Roll-holder | 5 00 | 6 50 | (Not made) |

CENTURY VIEW CAMERAS

FRONT AND BACK FOCUS — EXTRA LONG BELLOWS

To the professional and amateur photographer desiring a first-class view camera, one which can be used to advantage for both inside and out-door work, the Century with its many valuable features will strongly appeal.



The bellows is of exceptional length, longer by several inches than any regular view camera in the market, the $6\frac{1}{2} \times 8\frac{1}{2}$ size having a focal capacity of 22 inches, and the 8×10 , 26 inches.

The back reverses, has a spring actuated focusing screen, and swings both vertically and horizontally. The front is adjustable, and of sufficient size to accommodate a shutter behind the lens. Two tripod sockets are attached to the bed to balance the camera when partly or wholly extended.

The carrying case is of the long, narrow type, and will contain the camera, six plate-holders and tripod. It is strongly made, covered with dark canvas and lined with flannel.

We make the Century View Camera in two styles: Model 1, having rack and pinion, also both front and back focus; Model 2 is without rack and pinion, and adjusts only from the rear.

PRICES

| | $6\frac{1}{2} \times 8\frac{1}{2}$ | 8×10 |
|-------------------------------|------------------------------------|---------------|
| Century View Camera, Model 1 | \$16 00 | \$18 00 |
| Century View Camera, Model 2 | 14 00 | 16 00 |
| Extra Plate-holders | 1 20 | 1 50 |

TRIPODS, LAMPS, AND GENERAL ACCESSORIES

We are unable, in this edition of our catalogue, to describe our line of accessories, but are prepared to furnish tripods, dark-room lamps, complete outfits, and general sundries.



| | | | |
|-------------------------------------|--------|--|--------|
| Century Sliding Tripod, No. 1 . . . | \$1 25 | Ruby Lamp, No. 1 Candle | \$ 25 |
| Century Folding Tripod, No. 1 . . . | 1 75 | Ruby Lamp, No. 2 Oil, Dbl. Glass . . . | 75 |
| | | Ruby Lamp, No. 3 Oil, Double Glass, with chimney | \$2 00 |

== T E R M S ==

All quotations are f. o. b. Rochester. We make no charge for packing and guarantee safe arrival of goods when forwarded by express. Shipments by mail are always at risk of purchaser, and postage must be added to the cost.

We prefer that remittances be made by draft on New York, post-office or express money order or registered letter. Personal checks, when from parties unknown to us, unless certified by the bank on which they are drawn, will delay shipment of goods, until the check can be collected. Fifteen cents must be added for cost of exchange.

For the convenience of our customers we suggest they purchase through a regular dealer in photographic goods, thus saving time and express charges.

CENTURY CAMERA CO.

CENTURY QUALITY

IS THE RESULT
OF OVER FIFTEEN
YEARS' PRACTICAL
EXPERIENCE IN
DESIGNING THE

FINEST CAMERAS