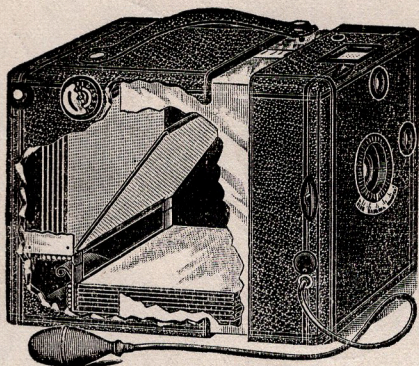


1900 ILLUSTRATED

THE
CAMERA
BROCHURE

Mechanical Plate Changing

MAGAZINE VIVE



Style V₄ M P C Magazine Vive

This cut illustrates our new Focusing Magazine device on one of our 1900 Mechanical Plate Changing Magazine Vives.

We will be glad to mail our 1900 Art Catalogue free to any one desiring full information concerning these very popular Magazine Cameras in various styles and prices.

VIVE CAMERAS

C O M B I N E D

Daylight Loading

"Cartridge System"

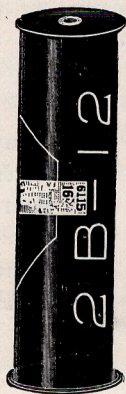
F O R E I T H E R

Glass Plates

Cut Films

O R

Cartridge Roll Films



VIVE CAMERA COMPANY

HOME OFFICE, CHICAGO, ILL., U. S. A.

N. W. Cor. State and Washington Sts.

NEW YORK OFFICE, 207 Cable Bldg., Broadway

BOSTON OFFICE, 168 Tremont Street

LONDON, Eng., Regent House, Regent St., W.

Many tens of thousands of Tourist
Vives are now in practical use, and
with our popular **M P C** Maga-
zine Vives are the only low priced
Hand Cameras fitted with IRIS
DIAPHRAGMS ❁❁❁❁❁❁❁❁

VIVES MOST ECONOMICAL to use

With a combined Glass Plate and Cut Film camera, like either our M P C Magazine or Tourist Magazine Vives, not only the first cost of the camera is lower than any other instrument on the market for the same value in the camera, and the advantages offered, but the expense of taking pictures after purchasing the camera is reduced more than half, which is the most important item in the purchase of a camera. To illustrate: A 4-inch Cartridge Roll Film for two 4 x 5 exposures costs 35 cents, or 17 1-2 cents for each negative, while a six or twelve 4 x 5 exposure roll costs 45 and 90 cents respectively, or 7 1-2 cents for each negative.

Since issuing this Brochure we have been informed that 2 spools for 2 4 x 5 exposures each are now sold for 35 cents.

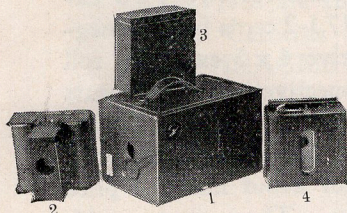
NOTE, since VIVES are the only cameras with which $3\frac{1}{4} \times 4\frac{1}{4}$ Plates or Cut Films can be used as easily as the larger $4\frac{1}{4} \times 4\frac{1}{4}$ or 4 x 5 plates for which the same are made.

VIVE TOURIST MAGAZINE CAMERA

Interchangeable Daylight Loading Attachments for either
CARTRIDGE ROLL FILMS, GLASS PLATES,
or CUT FILMS

The following series of illustrations clearly explain how Vive **Tourist** Magazine Cameras are the only instruments made in the world with which any three of the only negative products sold (*i. e.* **Glass Plates, Roll or Cut Films**) can be used for an unlimited number of exposures without going to a dark room to load or unload the camera.

Cut **A**—*Fig. 1* in this set of illustrations shows a Tourist Magazine Vive with peep-hole and thumb screw attachment for using Eastman's **Cartridge Roll Holder Films**, (Not the Kodak Cartridge Films).



CUT **A**

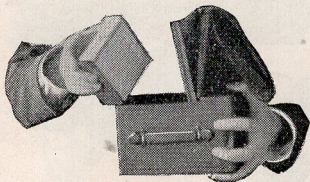
Fig. 2 shows the Vive Skeleton Cartridge Roll Holder.

Fig. 3 represents a view of the "Vive Daylight Loading Magazine," for the *Vive* daylight loading system for either glass plates or cut films.

Fig. 4 represents an Eastman Magazine Cartridge Roll Holder with dark slide to keep the light from the roll of film when in the Roll Holder.

The various advantages and uses of these *Vive* Camera attachments, as represented in all four of these illustrations, will be found fully elucidated in the several cuts following.

Cut B—Each **Daylight Loading Tourist Magazine** Vive is provided with a removable Metal Magazine,



CUT B

loaded with 12 combination Metal Plate and Cut Film Holders, as shown by Cut B, each of which is also provided with reducing cards to hold any smaller size of Glass Plate or Cut Film than the full size of the holder. Cut B represents

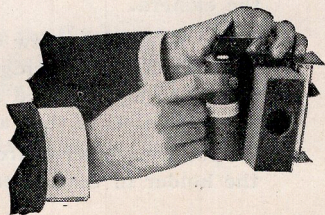
the removing of this Metal Magazine for the purpose of inserting in its place either a Cartridge Roll Holder, or Daylight Loading Magazine for Glass Plates or Cut Films, as illustrated by Cuts P to V.

VIVE SKELETON CARTRIDGE ROLL HOLDER

Price for either the $4\frac{1}{4} \times 4\frac{1}{4}$ or 4×5 size, \$2.50

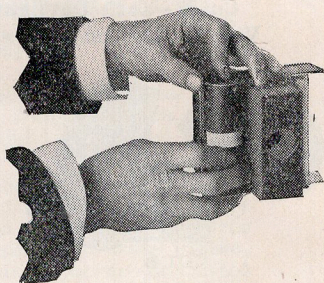
A 4-inch Eastman "Cartridge Roll Holder" Film is used with either size. A 4-in. Kodak cartridge film cannot be used. It must be a "**Cartridge Roll Holder**" Film. The Cartridge Roll Holder Film costs 90 cents each, for 12 exposures.

Cut C shows the Vive Skeleton Cartridge Roll Holder in the hands of a party in the act of inserting an Eastman 4-inch Cartridge Roll Holder Film for use in either the $4\frac{1}{4} \times 4\frac{1}{4}$ or 4×5 Tourist Magazine Vive.



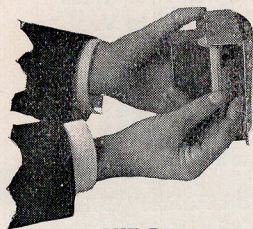
CUT C

Cut **D** represents the Cartridge Roll in place, in the Roll Holder, ready to sever the white band and draw the end of the black paper (which protects the film from exposure to the light) across the front of the holder, to be attached to the empty spool on the opposite side, as illustrated in Cut **E**, where the end of the black paper is shown



CUT **D**

as being drawn across to make the attachment to the empty spool as indicated.

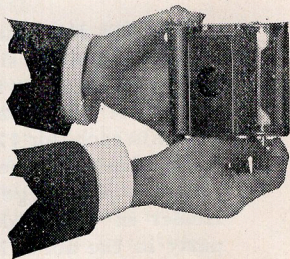


CUT **E**

sioning the black paper with the use of the thumb screw, prior to sliding the holder into the camera.

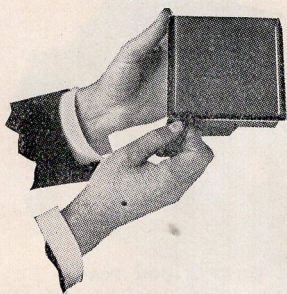
Cut **H** gives a view of the Vive Skeleton Cartridge Roll Holder being inserted in the two side slots of the camera.

Cuts **F** and **G** represent the end of the black paper as inserted in the slit of the empty spool, and the party in the act of ten.



CUT **F**

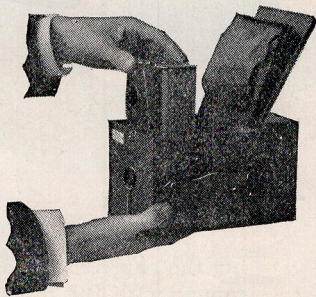
Special care is required to be taken in thus placing the holder in the camera, to see that it is pressed



CUT G

down as far as it will go; otherwise when the thumb screw is screwed into the Roll Holder from the outside of the camera it will draw the holder down and tighten itself so that it cannot be turned with the fingers, whereas if the holder is pushed down far enough the thumb screw will never tighten, but remain free and easy to turn.

As soon as the holder is pressed down in the camera as far as it will go, the thumb screw is then inserted in the Roll Holder, and the Metal Cuff Frame properly placed in position, and the cover closed down. Then the thumb screw should be turned to the left while looking in the peep-hole at the back of the camera until the figure 1 appears at the center of the peep-hole, after which the first exposure can be made to secure a negative.

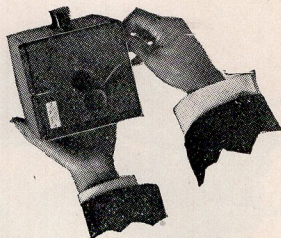


CUT H

When the exposure is made the thumb screw should again be turned until the figure 2 appears in the peep-hole, when another can be taken, and so on until all 12 exposures are made.

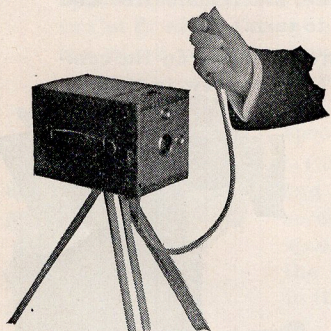
When the 12th exposure is made the thumb screw

should be turned as far as it will go, as shown in Cut I, in order to roll the other end of the black paper around the film so as to exclude the light, in order to take out the holder and put in a new cartridge in broad daylight, as is explained more in detail by the following cuts, K to O.



CUT I

Cut J represents the camera on a tripod ready for making an exposure of either a long or short time, since in making a **time exposure** the camera must always be placed on a tripod or stationary base, while in making a **snap shot** the camera can be held steadily against the person without a tripod.

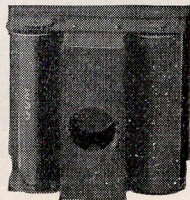


CUT J

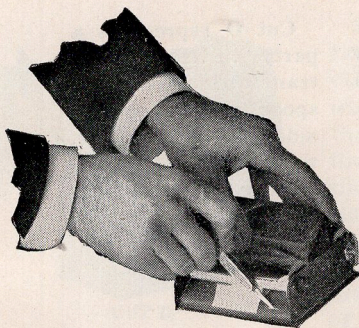
The exposure can be made with either a Bulb Release, as shown in Cut J, or by mov-

ing the shutter lever at the side of the camera with the finger.

Cut K gives a view of the Vive Skeleton Cartridge Roll Holder as removed from the camera, after 12 exposures have been made, ready to take out the exposed film wound on the previously empty spool, and insert another cartridge.

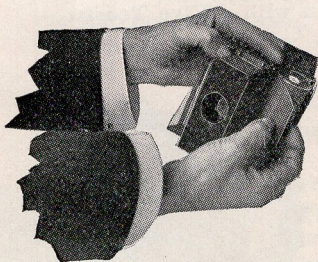


CUT K



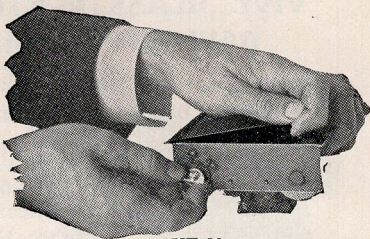
CUT L

Cut N represents the Roll Holder in the hands of a party who is removing the exposed cartridge prior to transferring the empty spool



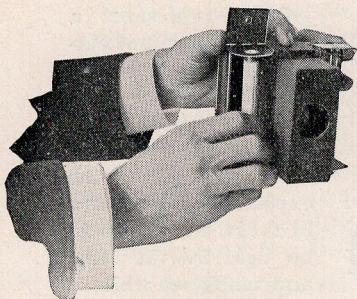
CUT N

Cut L represents a party in the act of cutting the reverse end of the black paper from the empty spool in order to finish winding the black paper on the exposed roll, as shown in cut M, which should be held by the hand and tensioned while it is being rolled up.



CUT M

to the opposite side of the holder in order to insert a new cartridge, when the same process, as previously explained, is again applied to attaching the new roll in the Roll Holder and placing it back in the camera.



CUT O

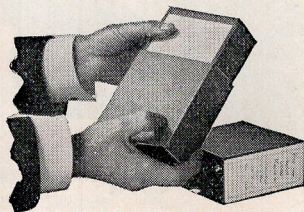
Cut O represents a party in the act of transferring the empty spool to the opposite side of the Roll Holder, to admit of again inserting another unexposed cartridge.

VIVE GLASS PLATE AND CUT FILM DAYLIGHT LOADING MAGAZINE

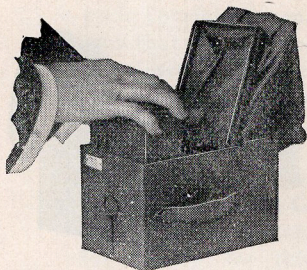
Price for either the $4\frac{1}{4} \times 4\frac{1}{4}$ or 4×5 size,
in fine black telescope case . . . \$1.00

The following half tone illustrations represent the **Vive Daylight Loading Magazine** as first shown by *Fig. 1*, in Cut A, in connection with its application and simplicity, in combination with a Vive Tourist Magazine Camera.

Cut P represents a party in the act of removing the Daylight Loading Magazine from the telescope case (in which each is packed) and which can be loaded with either Glass Plates or Cut Films, without holders, ready to be inserted in the camera for making exposures, as shown in Cut Q.



CUT P

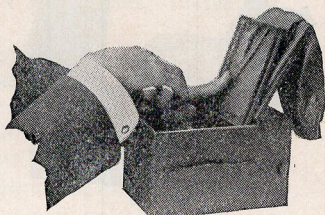


CUT Q

The sides of the Daylight Loading Magazine are provided with projections which fit into the slots in the sides of the camera, the same as in the case of the Vive Skeleton Cartridge Roll Holder, so that either one can be inserted into the camera and used interchangeably at the will of the owner of a Vive Magazine Tourist Camera,

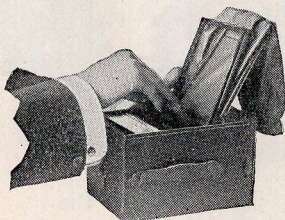
which is an entirely unique *Vive* feature not possible with any other Camera in the world.

Cut R shows a party in the act of removing the cover of the Daylight Loading Magazine, which is, of course, performed with the hand in the cuff instead of open, as shown in Cut X, but in order to show



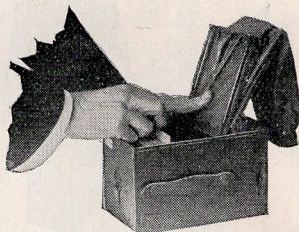
CUT R

the simplicity of the arrangement we have given a photograph of the camera with the cuff thrown back. Cut S illustrates the placing of the cover on the slanting board in the camera in front of the magazine, after it is removed as shown in Cut R.



CUT S

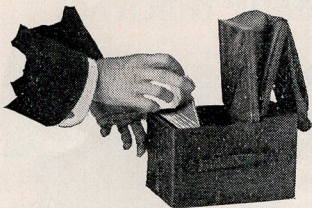
Cut **T** shows the act of removing the aluminum slide from the front of the Magazine after the cover has been removed, which, of course, is also done with the hand inserted in the cuff to exclude the light, as shown in Cut **Z**, the said aluminum slide also being slid under the magazine cover which has just been placed on the slanting board.



CUT **T**

Then, by raising the black dividing slide, which is still in front of the

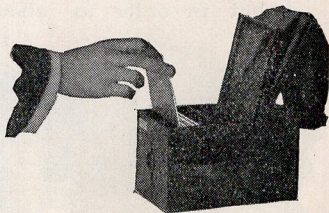
plates or cut films, to the back of the magazine, the plates or cut films are ready to be exposed and changed from the front to back of the magazine.



CUT **U**

Eighteen *Vive* backed glass plates or 50 backed cut films can be placed in

each magazine at one loading. After each exposure the plate or film is then raised with the hand in the cuff, as shown in Cut **U**, and slid down in the back of the magazine as shown in Cut **V**.

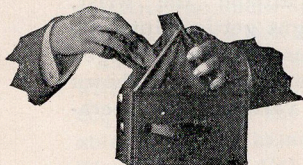


CUT **V**

THE COMPACTNESS which is secured in the **Tourist Vive Cameras** can only be attained by means

of our **Magazine Changing Cuff**, which forms a part of each Tourist *Vive* magazine, and is so light and compact that even the one for the 5 x 7 *Vive* can be held in the closed hand without being seen. The *Vive* construction, by means of this little dark room cuff, is the only one with which **Plate** or **Cut Film Holders** can be absolutely dispensed with and the **Space, Weight**, and trouble of loading and unloading done away with. In fact, **Vive Tourist Cameras** only require a magazine the length of the actual focus and a very small space for simply the thickness and size of the **Glass Plates** or **Cut Films** to be stored in the same. All other constructions are cumbersome in consequence of having to use either plate holders or some movable metal mechanical changing device, which also requires the space of two magazines, instead of one.

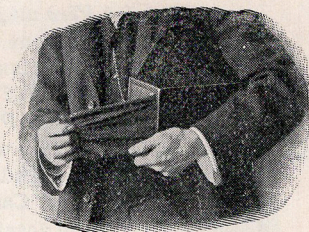
Lightness is thus also secured, because all necessity for movable **mechanical plate changing and plate holding devices is completely done away with**, since any kind of metal changing mechanisms very materially increase both the weight and size of the camera, and destroy its value for tourist purposes, because it is limited to the use of only 12 exposures on glass plates, which require metal holders, while only Tourist *Vives* are not limited to any particular negative products or number of exposures.



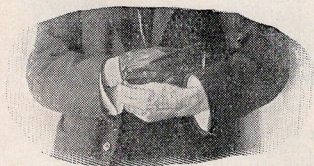
CUT W

The following Cuts—**W**, **X**, **Y** and **Z** are shown in order to give a correct understanding of the simple and practical use of the flexible double coated rubber cuff with which each *Vive* Tourist Magazine Camera is

provided, and with the use of which no light can possibly get into the camera if the same is used as shown in the illustrations, since it is impossible for any light to get into the camera unless the party is careless in not keeping the cover closed down on the cuff while inserting the hand, and such carelessness would otherwise apply to the removing of a dark slide from a plate holder in any plate holder camera, or other device.



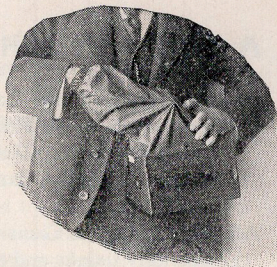
CUT X



CUT Y

Cut **W** shows the manner of holding the camera by the cover with the left hand while the end of the cuff is closed tight with the other hand and being drawn out. Then with the cover held closed under the arm as shown in Cut **X**, the right hand is readily inserted into the cuff by the aid of the left hand, as shown in Cut **Y**, while the elastic band, with which the end of the cuff is provided, is fitted closely around the wrist, precluding the possibility of light getting into the camera while the plates or films are being changed from the front to the back of the magazine, as shown in cuts **U** and **V**, or while the various other opera-

tions are being made, as we have previously explained in connection with the Daylight Loading Magazine in Cuts R, S and T.



CAREFULLY READ THE FOLLOWING

CUT Z

Right here we wish to state that no other arrangement is so complete and sure for good results in taking pictures as this of the cuff, which allows of getting directly at the inside of the camera with the hand, since with every closed mechanical arrangement there is the possibility of something getting out of order, which a camera like our Tourist Magazine Vive, provided with the dark cuff, fully obviates. Thus there is no chance for anything to occur to prevent the operator taking negatives when the camera is once loaded, since the inside of the camera is always subject to the hand of the operator, instead of depending on the uncertainty of mechanical arrangements.

Then, again, the use of the cuff is the only means which can possibly be devised for allowing a universal daylight loading use of any of the only three negative products sold to-day for making pictures, viz., Cartridge Roll Films, Glass Plates or Cut Films.

These are pointers which the novice in photography will more fully appreciate after having become acquainted with the conveniences desired in being able to have a camera with which any number of Glass Plates or Cut Films, or Cartridge Roll Films can be used at will.

A NEW DAYLIGHT LOADING CAMERA

Vive Tourist Magazine Cameras are the only line of combination Cartridge Roll Film, Cut Film and Glass Plate Daylight Loading Cameras combining the advantages of all other Magazine Cameras in one.

All Vive Magazine Cameras are Universal Focus, and stand superiorly unique and exclusive for allowing the free use of all three of the only negative products sold for taking pictures.

GLASS PLATES, CUT FILMS AND CARTRIDGE ROLL FILMS

A Daylight Loading Camera for Glass Plates and Cut Films has never before been offered to the public, and this practical accomplishment, combined with being able to use the well known **Daylight Loading Cartridge Roll Films** added to the already otherwise world renowned advantages of a Tourist Magazine **Vive construction**, and the exceptionally **brilliant and clear cut lenses** of our own manufacture, for which *Vives* are so noted, covers all that can be desired for a universal and perfect Camera for all wants and purposes.

SIMPLE AND PRACTICAL

The simplicity and practicability of this accomplishment is a marvel, and as soon as fully understood will place Tourist Magazine *Vives* still further ahead of anything in the world, in the way of covering all the practical picture taking features of every other Magazine Camera in one. In other words, this is only made possible with a Tourist *Vive*, with which

the owner is at once placed in the position of having an instrument so universal in its adaptability as to really combine in one camera what would otherwise require several styles to secure the advantages and produce the same desirable photographic results.

Cartridge Roll Films do not require the use of the cuff, as the film is changed by means of a thumb screw on the outside of the camera, as shown in Cut I. The use of a Tourist Magazine *Vive* also affords the great advantage of being able to develop and finish any single picture, without disturbing the rest, which no other Daylight Loading Camera does.

SUPERIOR VIVE LENSES

The superiority of *Vive* Lenses and the effectiveness of their use for the finest results, is very largely due to the long and careful study of the relative arrangement of the same, to the length of focus and general adjustment to the plate upon which the negative is taken, combined of course, with the Iris diaphragms and focusing magazines for the respective cameras. It is no mere "blowing your horn" statement to say that the high standard of lenses used in *Vives*, together with the various adjustments for perfect cause and effect in every detail, has given just cause for our largely advertised statement that "*Vives Lead Everywhere.*" Each *Vive* lens is also set in the latest improved removable *Vive* lens mount, so that it can easily and quickly be removed from the front of the camera and cleaned. All of our lenses are produced from the finest optical glass, in our own factory, and Mr. Ernst Gundlach, the noted optical expert in photo-

graphic lenses, formerly of Rochester, N. Y., is in charge of the same, thus assuring all we claim.

NO HOLDERS REQUIRED

Tourist Magazine *Vives* require no holders whatever, and no other Construction will allow of such an advantage for Glass Plates and Cut Films, for it not only saves the weight of the holders, but also the trouble of loading and unloading the same, besides the space they occupy, which thus allows of the same being filled with additional Plates or Films.

By doing away with the use of holders the Plates and Cut Films are backed with black backing, which makes all "S. R. V." Plates and Films as perfect as any non-halation product in their results, and consequently 25 per cent. cheaper than regular non-halation Plates are sold, since no additional charge is made. See the *Vive* Art Catalogue for full detailed explanation on this point.

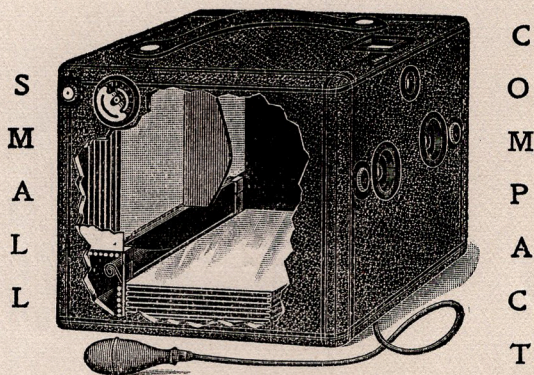
VIVE NON-SETTING PNEUMATIC SHUTTER

Our new **Two-way, Non-setting** Snap Shot and Time Pneumatic or Finger Release Shutter is the simplest and most effective ever placed on a hand Magazine Camera. We are sure that all who see and realize its absolute simplicity and effectiveness will want it in preference to any other. There is nothing to get out of order. It works for Snap Shot or Quick Time work continuously, without having to set it, and for Time work the movement is of the simplest and most effective character.

The finest snap shot results has always been the unquestioned record of all *Vive* Cameras, and yet we

Mechanical Plate Changing

Twin Lens Magazine Vive



Style V⁶ M P C Twin Lens Magazine Vive

This cut represents the latest *Twin Lens Magazine Vive*, which with our standard *Tourist Twin Lens Magazine Camera* covers every demand for an instrument of this kind, for taking either single pictures in great numbers at one loading, or negatives of a size which are suited to direct contact lantern slide printing, or a perfect Stereoscopic view when desired.

Price of each, with elegant heavy seal grain leather covering, and Bulb Release, only, \$15.00



VIVE CAMERA COMPANY PRESS
CHICAGO, U. S. A.