



AnSCO

AnSCO

The Means of Education
and a Source of Enjoyment
for Old and Young Alike

1912

AnSCO Company

Binghamton, N. Y.

ANSCO COMPANY

BINGHAMTON, N. Y.

THOS. W. STEPHENS	PRESIDENT
GEO. W. TOPLIFF	VICE-PRESIDENT & TREASURER
C. B. STANBURY	SECOND VICE-PRESIDENT
A. C. LAMOUTTE	SECRETARY
A. DEICHELMANN	ASSISTANT TREASURER

Snap-Shots and Education

By Elbert Hubbard

ARISTOTLE lived three hundred fifty years before Christ. He was a Macedonian. When sixteen years of age, he started off afoot for Athens, several hundred miles away.

His intent was to achieve fame and fortune. He did both. In all history he is the world's most versatile, competent, efficient, effective, happy, healthy, useful man.

He was the world's first naturalist, and very much of our scientific terminology traces directly to Aristotle. The names he called things by are the names that we are calling them by yet.

The methods of Aristotle in schoolteaching have never been surpassed. Recently, Doctor Stanley Hall, one of the world's great teachers, has said that what we should do now is to catch up with Aristotle.

Aristotle's methods of teaching were very simple, and the methods he used in transforming Alexander, a bad boy, into Alexander the Great, a most efficient general and a wonderful engineer, are well known and understood.

Aristotle said, "When you get a child interested in the living and growing things in Nature, and on good terms with the great out-of-doors, the whole problem is solved."



Snap-Shots and Education

The Best Teacher

Energy misdirected, wrongly diverted, or unusual, turns to crime. The bad boy is only a good boy who has done the wrong things.

Our business as teachers and parents is to direct the energies of our children into right channels.

We are a part of Nature, and the more we understand Nature, move with Nature, and love Nature, the healthier, happier and more useful are we.

Abstract studies in books may give a child a beautiful distaste for learning. We all know of graduates who were so happy in getting safely through college, and securing the much-prized diploma, that they never looked in a book afterward. After graduation, their life seemed simply a matter of sloughing off the knowledge that they had acquired. If school and college do not give your boy a genuine taste for study, so that he will go on of his own accord without a teacher, the lessons will be in vain.

The Beautiful World of Nature

I have been a teacher for more than thirty years, and I can not imagine any more effective way of teaching than the Aristotelian idea of interesting a child in the beautiful, growing things with which we are surrounded.

The first problem is to get him to observe and see things—not in the mass, but particular things.

Art is a matter of selection.

The artist does not attempt to paint all of the out-of-doors. He chooses just simple little fragments.

In East Aurora is a girl who paints exquisite pictures in oil and in water-colors. These pictures command big prices and are highly prized by collectors, and all this girl paints are simply trees: gnarled, drooping, knotty, old trees; trees

strong, straight, tall, beautiful, their branches in the air and waving defiance to the storm. This girl picks particular trees. She is on the lookout for individuals in the tree world.

The bark on trees is to her wonderful and peculiar, just as the grain in the wood is wonderful and peculiar. The grain in the wood is the history of the life of the tree. It is the record of the tree's struggle for existence. There is just as much individuality in trees as in men and women. No two trees are ever alike, and this girl has shown such ability to closely observe, and such love of the theme, that she is able to transfer her observations to canvas.

Curiously enough, this girl paints her best pictures in her studio, and not out of doors.

She gets her pictures with a camera, and will often photograph one particular tree from a dozen different angles. These photographs are developed, duly labeled, and filed in separate envelopes. Then, during the long Winter months, the artist paints her pictures from memory, aided and abetted by the truthful camera.

The camera is memory's maidservant.



Get the Camera Habit!

All artists now make much use of the camera. The first requisite in art is to observe. You have to see the separate things, and so my advice to the teacher and parent is—allow your children to get the Camera Habit.

Children take to pictures with delight, and once a youngster owns a camera, he is on the lookout for subjects.

Wherever he goes, his eyes are wide open for the wonderful, curious, peculiar, beautiful things in Nature.

Once you begin to observe, you find the beautiful, the wondrous, the peculiar and the strange on every side.

Get the beautiful in your heart and you'll see it reflected everywhere.

The mental attitude of wonder is the one thing, I believe, that differentiates a great man from the mediocre. Wonder leads us to investigate, to search, to study. Without wonder, we never get an artist, a poet, an orator, a scientist.

The Camera Habit leads to tramps afield. And I hope I do not have to prove that people who are on good terms with God's wonderful out-of-doors are well and happy all of the time, as we certainly should be. The red cheeks, the bright, clear and lustrous eye, the sweet breath, and the innocent laugh—these follow as does night the day, the tramps afield.

The Joy of Collecting

Aristotle got his pupil Alexander interested in making a list of all the plants in their vicinity. They collected specimens, and classified, organized, and named the various things.

They made the world's first herbarium.
They formed a geological collection.

Next they set about to make a zoölogical garden.

They captured one of every living thing that they could find, and, if cared for, could keep alive.

When Alexander was on his tours through Asia, on his little business of conquering the world, he was constantly sending specimens back to Aristotle. And once we find him writing a letter thus: "My days are busy and full with strife. I long for the quiet of your companionship, and the old days when we roamed the fields and the desert, intent on discovering the things that the world had tramped upon and overlooked."



The Child Mind

A child ten years old is old enough to begin to get the Camera Habit. Such a youngster will be interested, delighted, and his sense of wonder will begin to expand. Wherever he goes he will be on the lookout. He will snap pictures of his pets, of the family.

Soon he will get an eye for pose and position.

He will study the light, the clouds, the sunshine, the movement of things by the wind, and the different appearances of objects at different times of day.

The Kids on the Farm

A man said to me yesterday: "The only objection to the camera is that when Mary and Joe go to ride with me, they are always wanting me to stop so they can take pictures. They see more things since we bought those cameras than I ever imagined existed."

And so it happened that this man, who owned a Pierce-Arrow, left Mary, aged fourteen, and Joe, twelve, at The Roycroft Farm.

Each youngster was armed with an Ansco. The girl had one which she said cost her eight dollars, and the boy had a Buster Brown which cost two dollars.

And Joe insisted that he could take just as good pictures as his sister—and he pretty nearly did.

These youngsters knew how to load and unload the cameras right out in the daylight.

We walked down across the creek, through the orchard, and on the way they saw a man in a tree picking apples. There were big piles of apples under the trees, and these they photographed.

A boy raking up leaves caught their attention, and they shouted at him, "Hold that, hold that!"

Snap-Shots and Education

Ali Baba was their particular delight. They found him sitting in a wheelbarrow, and immediately he was ordered to "Hold that!"

Then they had him stand up and tell a story, and while he told the story they snapped him from several angles.

Pigs in the pens delighted them, and they insisted that I should get a bucket of swill and let the pigs follow me, and this I did, they declaring that I was "in good company and seemed very much at home."

Like our friends at the stockyards in Chicago, they utilized everything but the squeal — cows, calves, chickens, geese, ducks — and then came Garnet, my saddle mare, with her baby colt six weeks old.

The name of this colt is Fra Asbestos. He has a star in his forehead, a snip, three white feet, and a pedigree as long as that of two Daughters of the Revolution.

His mother is the greatest horse I have ever owned, and I have owned hundreds of them. She is seventeen years old, and I have ridden her more than twenty-five thousand miles.

Naturally, we are all very proud of little Fra Asbestos. He is the smartest, cunningest colt you ever saw. Usually he manages to keep his mother between himself and danger.

I think his mother silently instructs him as to what to do.

Anyway, when he sees us coming with the halter, he gets on the other side and it is a hard job to catch him. Once in a while you hear him whinny to his Ma to kick the stuffing out of us, and she, being a sensible mare, whinnies back, trying to pacify him, because she knows that he is only a chee-ild and must not be taken too seriously.

The colt was a great delight to Mary and Joe. When little



Snap-Shots and Education

Asbestos put his star and snip around the corner of his Ma to see if the coast were clear, they snapped him.

Then we got the halter on little Fra Asbestos. Mary held him while Joe insisted on getting astride of Garnet, and I was instructed how to "sight" the Ansco and take the picture.

After this, I was ordered to clamber up on the back of Garnet, and the youngsters gleefully cried, "Hold that, hold that!" and so I was passed down to immortality.

Joe and Mary each have a big scrapbook which I made for them in The Roycroft Shop. Always, after taking pictures, they date their snap-shots, and prints are made and pasted in the scrapbook. So the scrapbook is a pictured diary of where the children have been and what they have seen.

Down Along the Creek and Beyond

After they had taken Garnet and her baby from various angles, we went down across the pasture to the spring, through the winding path that leads through the sumac, until we came to the big gate pillars built by the Roycroft boys.

The hawthorns were losing their leaves, but the berries were ripe.

Beneath these hawthorns we found a brood of guinea-hens nearly full grown, industriously scratching in the leaves.

The children were all aglow with excitement. They wanted to catch the guinea-hens with their cameras, and so we softly circled around and whistled all the time, so as not to frighten the guineas, and finally they succeeded in getting three or four good pictures of these shy birds at close range.

Down by the creek they found a boy just pushing a canoe out into the water, and of course he was ordered to "Hold that!" Then Joe got into the canoe with the boy and was duly snapped.



Snap-Shots and Education

We followed down the creek, past the old walnut-tree that forms the natural bridge, for Fate had that tree fall exactly where it has served as a footbridge for ten years past, and over it have tramped hundreds, yes thousands of people.

At the bend in the creek is a leaning sycamore, and the water is washing away at the roots of the tree until finally that sycamore will go over and form another bridge.

The cows down on the flat, at the bend of the creek, there in the clover, interested the children greatly. Several of the calves came up to me, thinking that I had salt for them, and Mary yelled, "Hold that!" so loud and suddenly that the calves scampered off across the fields and were lost to the cameras.

We went up to the Royal Gorge, where the water comes down from Lodore. There were little waterfalls all along the route, and these were good subjects. There were big tumbled rocks, twisted trees, and dense growths of witch-hazel in bloom.



Upon the sides of the hill there were boys picking up the butternuts, and one boy had a bag which was as big as himself. Then there were two boys up the tree, and these, of course, were duly snapped. Then Joe decided he would go up the tree, and snap us from an elevation, and this he did. We were queer ducks.

Coming back home we saw a muskrat swimming off across the creek. We shouted to a lad on the other side to head him off, and he rushed down to send him over our way, and then Joe, by getting close down by the water's edge, and standing still, got an awfully good picture of that muskrat as he was swimming towards him.

Snap-Shots and Education

It is one of the strangest and most peculiar pictures that I have ever seen. The kid sent me a print of it which I intend to use in a story I am writing.

Not all of the snaps that the youngsters took turned out well, but most of them did, and some were extra choice.

What the Camera Habit Means

This Camera Habit is a wonderful thing for arousing interest in Nature. It teaches a child to observe, to select and to decide. It does away with peevish, cross, fretful inclinations and tendencies.

The Camera Habit means rest and relaxation for the teacher. And about all there is to this teaching proposition, anyway, is to keep the child employed.

We grow through exercise, and the thing that exercises one's faculties pleasurably is the thing that makes for growth.

I think one reason why the country is becoming more and more desirable for city people, as well as for those who fortunately are born and live in the country, is because we are getting acquainted with the great out-of-doors. And the camera is helping us do this.

Faces fade, and the people we once knew, some of them, are gone forever. Children grow up and go away. The old house is torn down. The pets die or disappear.

The time to take the picture is when you see it. The historic value of things, fixed in the form of a photograph, is beyond price.

The Camera Habit endears us to life, prevents nostalgia, preserves sanity, and makes health, happiness, sound sleep and good digestion.

The boys in The Roycroft School who have cameras are no care to anybody.

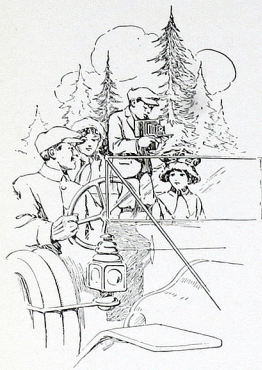
Hunting With a Camera

When you hunt with a gun, you incur big dangers, not only for yourself, but for other people. "To shoot a bird is to lose it," said Henry Thoreau. A dead bird is not a bird at all. It is only the remnant or mutilated remains of what was once a living thing.

To take a picture of a bird and preserve the picture is a great achievement for a child or a grown-up, and when we can change the shooting habit into a Camera Habit, we have made an immense stride to the front.

Learning by Doing

The Ansco cameras run in price from two dollars to fifty dollars. All of these cameras are contained in beautiful leather cases that can be carried wherever you go. Some of them are collapsible and can be carried in your overcoat-pocket.



The films can be developed in your own home, or, if you prefer, they can be sent away for developing, or else turned over to your local photographer. I would suggest, however, that the developing of the pictures be done by the boy or girl. Here is a study in chemistry that is quite worth while.

We grow by doing things. It is a great experience to see the picture emerge from the film under the wonderful manipulation of the operator.

Any boy or girl who can take pictures can develop them. The ownership of a camera and the care of it, and the developing of the pictures, is an education in itself that can not in this day and generation be overlooked.

As a present, nothing will equal in joy-giving qualities the Ansco.

Snap-Shots and Education

The Ansco cameras are made by the Ansco Company, Binghamton, New York. This concern has been making cameras for sixty years, and more than ninety per cent. of the cameras in use by professional photographers have been supplied by this company.

The Ansco enterprise grew out of the Scovill Manufacturing Company, who made metal plates for daguerreotypes, and accidentally, yet quite naturally, the concern drifted into the business of making cameras, which gradually took the place of the old-time daguerreotype. Very few people are living now who had their pictures taken in the form of daguerreotypes.

What the Ansco folks do not know about the business of photography is not worth knowing. The men who manage the concern were born in it, and have grown up in it, and have evolved with the business.

Amateur photography is practically a new thing.

We used to think that only a person of great skill and long experience could take pictures. Now, the principal trade in cameras is with the amateur.

As an education, the camera is taking its place right alongside of books.

The predecessors of the Ansco Company were the Scovill and Adams Company, and E. and H. T. Anthony and Company. These people issued a big book, advertising a large number of cameras and fixtures which were supposed to be necessary to the taking of photographs. The whole business, now, however, has been very much simplified through the use of the film, which, of course, takes the place of the glass plate.

All educators, teachers, parents, would do well to send to the Ansco Company, Binghamton, New York, for a catalog showing illustrations and descriptions of Ansco cameras, and the materials that are necessary in developing.

This catalog is only a small booklet, but it contains about all that the amateur will want to know about the subject.

Snap-Shots and Education

The very moderate price at which these splendid cameras are shown is a delight and a surprise to the average individual.

An Ansco camera properly used will last for years. The parts are very simple and can be easily replaced. Any individual of average intelligence can operate an Ansco, and the use of an Ansco in the family will be a source of enjoyment for every member of the household.

The habit of preserving the prints in a scrapbook will be found especially pleasing and entertaining, giving history in the form of pictures. More and more, as the years pass, will many of these pictures be of value, but the greatest value of the camera lies in the fact that it teaches the child to observe and puts him on close and intimate terms with God's great out-of-doors, and the world of living, pulsing things.

The child or man with a Camera Habit is no longer an interloper between earth and sky. He is never lonesome, wherever he is, because he feels the kinship that exists between himself and all living things.

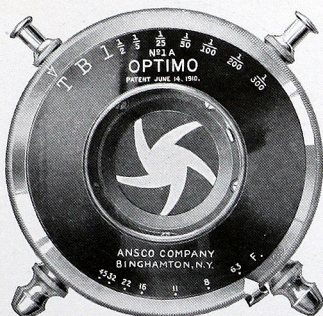
So, to me, the chief advantage and benefit of the Ansco camera is as a means of education and a source of enjoyment for old and young alike.

Not all parents are interested in the school-work that the children are doing, but all parents are interested in pictures, and thus, through the camera, do the child and the parent learn their lessons together. And that this cementing of human hearts is good, beautiful and right, all the world agrees.



The Important Shutter Question

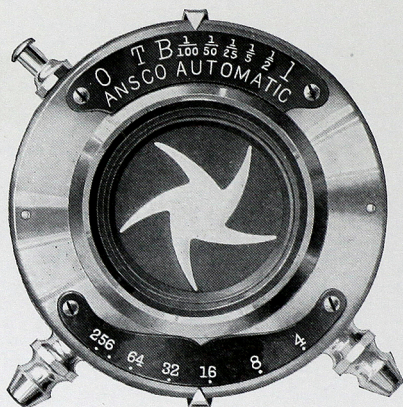
Optimo Shutter



MANY attempts have been made in the past few years to produce a thoroughly satisfactory between-the-lens shutter fast enough to photograph successfully rapidly moving objects, but simple, compact and reliable. To meet the undoubted demand for a shutter of this description the "OPTIMO" was designed, and we believe that it answers all requirements as it has many advantages over present models besides high speed. The five leaves *revolve* in making the exposure, one end passing from the opening and the other end taking its place, which makes high speed possible, and in opening and closing it shows a star-shaped aperture, the points of the star reaching to the edges of the opening, thus giving the greatest possible illumination to the plate. Besides "bulb" and "time," the Optimo has a range of automatically controlled exposures ranging from one second to 1-300 of a second, the latter being sufficiently fast to cover any emergency. Although working at such a great speed, it sets and releases easily by push buttons and operates without jar or recoil. It is readily adjusted for any desired exposure by means of a large milled disk and has iris diaphragm regulated by a separate lever. A much higher speed is claimed for some shutters but we believe the Optimo to be fast enough for all purposes and invite comparative tests.

The Important Shutter Question

AnSCO Automatic Shutter

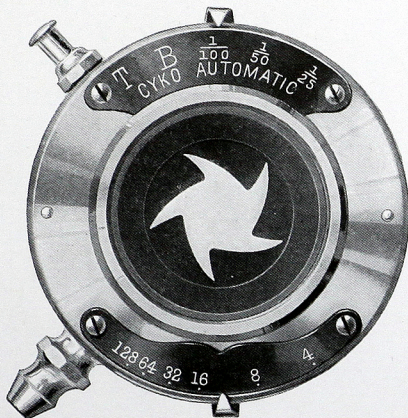


EXPERIENCE has demonstrated that a shutter accurate in action and working with precision must necessarily be a carefully adjusted instrument, and, therefore, easily affected if abused in handling and if allowed to become clogged with dirt. This question has been satisfactorily solved for us by the Wollensak Optical Company who originated the first self-setting shutter ever made. The ANSCO Automatic embodies many new principles in shutter construction, all working parts being concealed in a neat outer casing, and thus entirely protected from dust and injury. The various exposures are governed by a lever at the top of the shutter, which is much easier to operate than a disk. In addition to "time" and "bulb" it gives 6 degrees of speed in making instantaneous exposures from 1 to 100th part of a second. It can be opened for focusing by simply pushing the lever to letter "O" on the scale.

The ANSCO Automatic is provided with iris diaphragms to control the size of lens opening, and with finger and bulb releases. The body case is silver finished, levers in polished nickel and scale plates in black with silver letters.

The Important Shutter Question

Cyko Automatic Shutter

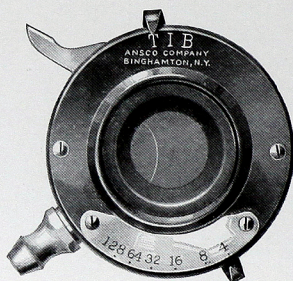


THIS shutter is in construction and appearance similar to the ANSCO Automatic, and was devised for the lower price Ansco Folding Cameras. It differs from the Ansco Automatic in that it is a single valve shutter and lacks the lower speeds of automatic exposures, but the "bulb exposure" answers the purpose. Otherwise the shutter is automatic in its action and has all the working parts enclosed in a neat outer casing.

This and the other shutters fitted to Ansco Cameras are made by the Wollensak Optical Co., Rochester, N. Y., who guarantee them to us and to our customers. In case the shutter should need repairing it will save time to send it direct to the manufacturers.

The Important Shutter Question

Junior Shutter

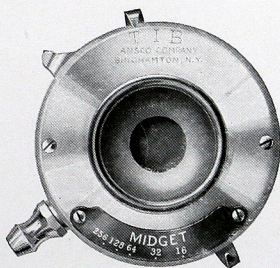


THIS shutter, which is the one fitted to the ANSCO JUNIOR Camera, is a self-setting shutter operated by a bulb and is automatic in action. It has a very neat appearance, the body case being finished in black enamel and the levers in polished nickel. It is provided with "time," "bulb" and instantaneous exposures and with iris diaphragm, allowing lens openings from U. S. 8 to 128.

This and the other shutters fitted to Ansco Cameras are made by the Wollensak Optical Co., Rochester, N. Y., who guarantee them to us and to our customers. In case the shutter should need repairing it will save time to send it direct to the manufacturers.

The Important Shutter Question

Midget Shutter



THIS shutter is in general principles similar to the Junior but not so elaborate in workmanship. It is self-setting and operated by a finger release lever. It is provided with "time," "bulb" and instantaneous exposures and with iris diaphragm, giving lens openings from U. S. 16 to 256. The body case is finished in brass lacquer, the levers in polished nickel.

This and the other shutters fitted to Ansco Cameras are made by the Wollensak Optical Co., Rochester, N. Y., who guarantee them to us and to our customers. In case the shutter should need repairing it will save time to send it direct to the manufacturers.

Ansco Lenses

THE lens is the most important part of a camera. Our experience of sixty years in the manufacture and sale of cameras has demonstrated this beyond a doubt.

The lens feature of the Ansco Cameras for 1912 has received our first consideration, and we have secured for each model the highest quality and the most advanced type of lens possible within the price of each instrument. Any limitation compared with high-grade Anastigmats has been compensated by the general construction and the speed of the shutter.

We have also carefully considered the requirements of the amateur who may wish to make pictures under adverse conditions, possible only with a high-grade Anastigmat. After the most painstaking tests and comparisons, we decided in favor of the Ansco Anastigmat. The Ansco Anastigmat is a lens of general application; that is, as nearly universal as possible. There is no one lens that will do every kind of work equally well, but the Ansco Anastigmat will do the greatest number of things best. It will give perfect satisfaction for portraits, landscapes, architectural work, interiors, and may be used as a long focus lens. It meets the one lens requirement of amateur photography, which comprises all the recognized branches of photographic activity.

Each Ansco Camera that will admit of a different lens from that included in the regular equipment is listed on page 43 with Ansco Anastigmat lenses, also with Goerz Dagor, under the caption, "Special Lens and Shutter Equipment."

Buster Brown Series

No. 2 Buster Brown



SPECIFICATIONS: For pictures $2\frac{1}{4} \times 3\frac{3}{4}$ inches; adapted for six exposure Film (4A).

Dimensions, $3\frac{1}{2} \times 4\frac{1}{8} \times 5\frac{1}{2}$ inches. Weight, 13 ounces. Lens, fixed focus Meniscus of fine quality. Shutter, enclosed within the box and arranged for both snapshot and time exposures. Diaphragm with three different size openings. Two finders for horizontal and vertical pictures. Noiseless winding key. Covered with fine imitation leather. Made of wood throughout.

THIS camera, in common with all of those embraced in the Buster Brown Series, is designed with special reference to the wants, capabilities and aims of boys and girls. It is the first in the Buster Brown Series which ranges progressively in price and efficiency in the order that age and photographic knowledge of boys and girls require. It is essentially a camera for snapshot photography, requiring no focusing and having in mind the distance at which the picture is to be taken. It must not be thought that because the price is so moderate that it is not a practical instrument in every respect. It will produce the best work demanded within its scope.

Price

No. 2 Buster Brown.....	\$2.00	Anso Portrait Attachment.....	\$.50
Carrying Case.....	.75	Six Exposure Film, $2\frac{1}{4} \times 3\frac{3}{4}$ (4A).....	.20

Buster Brown Series

No. 2 A Buster Brown



SPECIFICATIONS: For pictures $2\frac{1}{2} \times 4\frac{1}{4}$ inches; adapted for six or twelve exposure Film (6A or 6B).

Dimensions, $3\frac{1}{4} \times 5\frac{1}{4} \times 6$ inches. Weight, 18 ounces. Lens, Meniscus Achromatic. Shutter, enclosed within the box and provided for time and instantaneous pictures. Diaphragm with three different size lens openings. Two ground-glass finders for horizontal and vertical pictures. Noiseless winding key. Covered with fine imitation leather.

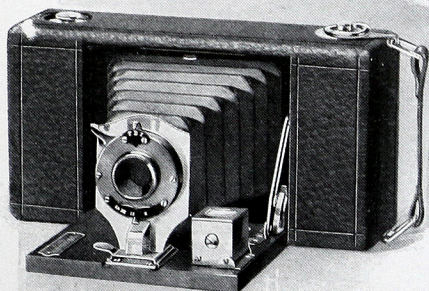
THIS camera speaks for itself. It is nearly an Ansco in construction. The same as the No. 2 Buster Brown, and different from all other cameras of the same price on the market, it is made of well-seasoned wood throughout. The trimmings are heavily nickelplated and polished. One feature of this camera worthy of notice is that the spool support is contained within a metal cup which makes it impossible for the spool to bind in winding.

Price

No. 2A Buster Brown.....	\$3.00	Ansco Portrait Attachment.....	\$.50
Carrying Case.....	.75	Six Exposure Film, $2\frac{1}{2} \times 4\frac{1}{4}$ (6A).....	.25
		Twelve Exposure Film, $2\frac{1}{2} \times 4\frac{1}{4}$ (6B) \$.50	

Buster Brown Series

No. 1 Folding Buster Brown



SPECIFICATIONS : For pictures $2\frac{1}{4} \times 3\frac{3}{4}$ inches; adapted for six exposure Film (4A).

Dimensions, $1\frac{1}{2} \times 3\frac{1}{2} \times 6\frac{3}{4}$ inches. Weight, 16 ounces. Lens, a good Meniscus Achromatic. Shutter, self-setting and operated by a finger release lever. For time, bulb and instantaneous pictures. Finder, brilliant—for horizontal and vertical pictures. Noiseless winding key.

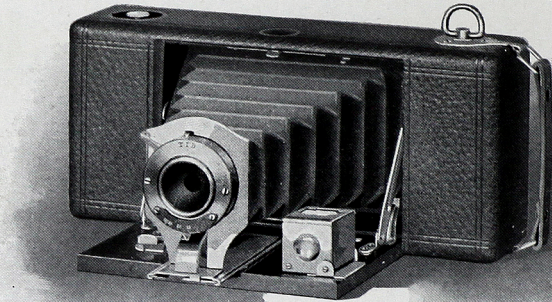
THIS is a fixed focus folding pocket camera. It is quick in action, both because the bellows draws out quickly and because it requires no focusing; that is, the distance need not be considered. Its appearance is very striking, as all trimmings are well nickelplated and polished. It has two tripod sockets. The spool-holding arrangement is entirely new in construction. It can be quickly loaded and unloaded, and is equipped with an automatic spring spoon which holds the film taut in winding.

Price

No. 1 Folding Buster Brown, with	Leather Carrying Case.....	\$1.25
Lens and Shutter complete.....	Anso Portrait Attachment.....	.50
Six Exposure Film, $2\frac{1}{4} \times 3\frac{3}{4}$ (4A) \$.20

Buster Brown Series

No. 2 A Folding Buster Brown



SPECIFICATIONS: For pictures $2\frac{1}{2} \times 4\frac{1}{4}$ inches; adapted for six or twelve exposure Film (6A or 6B).

Dimensions, $2 \times 4 \times 8\frac{1}{2}$ inches. Weight, 21 ounces. Lens, Ansco Meniscus Achromatic. Automatic spool-holding arrangement. Noiseless winding key. Finder, brilliant, for horizontal or vertical pictures. Automatic focusing lock.

THIS Folding Pocket Camera addition to the Buster Brown line is sure to meet with great favor as it has been manufactured at the earnest solicitation of the great army of Buster Brown users. It is certainly a beautiful instrument—extremely so for its low price. It is covered with imitation seal grain leather and finished in black throughout. The trimmings are all heavily nickelplated and polished.

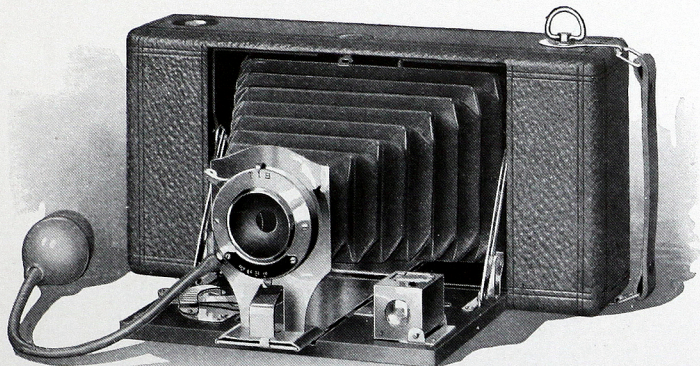
Price

No. 2A Folding Buster Brown, complete with Lens and Shutter.....\$8.00
Sole Leather Carrying Case..... 1.25
Ansco Portrait Attachment..... .50

Six Exposure Film, $2\frac{1}{2} \times 4\frac{1}{4}$
(6A).....\$.25
Twelve Exposure Film, $2\frac{1}{2} \times 4\frac{1}{4}$
(6B)..... .50

Buster Brown Series

No. 3 A Folding Buster Brown



SPECIFICATIONS: For pictures $3\frac{1}{4} \times 5\frac{1}{2}$ inches; adapted for six or ten exposure Film (18A or 18B)

Dimensions, $2\frac{1}{2} \times 4\frac{3}{4} \times 9\frac{3}{4}$ inches. Weight, 29 ounces. Lens, Ansco Meniscus Achromatic. Shutter, Midget. Finder, brilliant, reversible, for horizontal and vertical pictures, in combination with two tripod sockets. Noiseless winding key. Safety spool-holding arrangement. Automatic focusing lock so devised that when set for a certain distance the bellows will lock at that point, but may be adjusted to any other distance by the lever if a change is necessary.

THE $3\frac{1}{4} \times 5\frac{1}{2}$ camera is certainly a very popular size as evidenced by the popularity of the No. 9 and No. 10 Ansco Cameras, and those who depend on the Buster Brown family, which has so far managed to supply cameras nearly Ansco in construction but at exceedingly low prices, have been looking for a new addition in the shape of a $3\frac{1}{4} \times 5\frac{1}{2}$ camera. For their benefit the No. 3A Folding Buster Brown is manufactured. This instrument has black leather bellows and is covered with seal grain imitation leather and has nickelplated fittings.

Price

No. 3A Buster Brown, $3\frac{1}{4} \times 5\frac{1}{2}$	Six Exposure Film, $3\frac{1}{4} \times 5\frac{1}{2}$	
in., complete with Lens and	(18A)	
Shutter.....	Ten Exposure Film, $3\frac{1}{4} \times 5\frac{1}{2}$	
Leather Carrying Case.....	(18B).....	
		\$.40
		.70
		\$10.00
		1.50

Ansco Series

No. 1 Ansco



SPECIFICATIONS: For pictures $3\frac{1}{2} \times 3\frac{1}{2}$ inches; adapted for six or twelve exposure Film (8A or 8B).

Dimensions, $4\frac{1}{2} \times 5 \times 6$ inches. Weight, $22\frac{1}{2}$ ounces. Lens, fixed focus Meniscus Achromatic of high quality. Shutter, for time and instantaneous exposures, enclosed within the box and having Diaphragm with three different size openings. Finder, brilliant style. Noiseless winding key. Handsome seal grain covering.

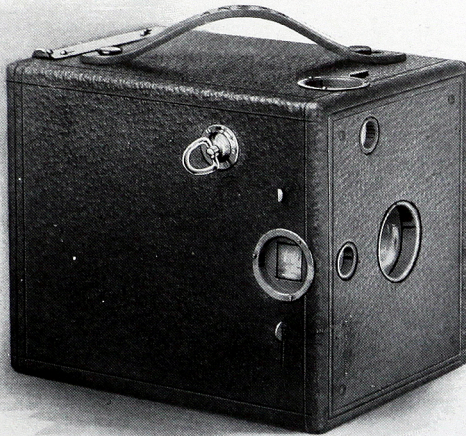
THIS high-grade box camera is recommended for snapshot work. It is always ready for action for the reason that the Meniscus Achromatic Lens fitted to it is of the fixed focus style. No focusing or measuring of distance is necessary. It has tripod socket. The camera is complete in itself and has no loose parts to become broken or lost. The finish is of the highest grade in every detail. All trimmings are nickel-plated and polished.

Price

No. 1 Ansco Camera.....	\$5.00	Ansco Portrait Attachment.....	\$.50
Sole Leather Carrying Case	1.25	Six Exposure Film, $3\frac{1}{2} \times 3\frac{1}{2}$ (8A)....	.30
		Twelve Exposure Film, $3\frac{1}{2} \times 3\frac{1}{2}$ (8B) \$.	.60

Ansco Series

No. 2 Ansco



SPECIFICATIONS: For pictures $3\frac{1}{4} \times 4\frac{1}{4}$ inches; adapted for six or twelve exposure Film (7A or 7B).

Dimensions, $4\frac{1}{2} \times 5\frac{1}{2} \times 6\frac{3}{4}$ inches. Weight, $28\frac{1}{2}$ ounces. Lens, high-grade Meniscus Achromatic. Shutter, for time and instantaneous exposures, enclosed within the box and having Diaphragm with three different size openings. Two brilliant finders for horizontal and vertical pictures. Two tripod sockets. Noiseless winding key. Covered with genuine seal grain leather.

THIS camera is the same as the No. 1 Ansco in detail and construction except that it takes a larger picture.

Price

No. 2 Ansco Camera	\$6.50	Ansco Portrait Attachment.	\$.50
Sole Leather Carrying Case	1.50	Six Exposure Film, $3\frac{1}{4} \times 4\frac{1}{4}$ (7A)....	.35
		Twelve Exposure Film, $3\frac{1}{4} \times 4\frac{1}{4}$ (7B) \$.70

AnSCO Series

No. 3 AnSCO



SPECIFICATIONS: For pictures 4 x 5 inches; adapted for six or twelve exposure Film (10A or 10B).

Dimensions, $5\frac{1}{4} \times 6 \times 7\frac{1}{4}$ inches. Weight, $33\frac{1}{2}$ ounces. Lens, fixed focus Meniscus Achromatic of high quality. Shutter, for time and instantaneous exposures, enclosed within the box and having Diaphragm with three different size openings. Two brilliant finders and two tripod sockets for horizontal and vertical pictures. Noiseless winding key. Covered with genuine seal grain leather.

THIS camera is the same as the No. 1 and No. 2 except that it takes a larger size picture.

Price

No. 3 AnSCO Camera.....	\$7.00	AnSCO Portrait Attachment.....	\$.50
Sole Leather Carrying Case	1.50	Six Exposure Film, 4 x 5 (10A).....	45
		Twelve Exposure Film, 4x5 (10B) \$.90

Ansco Series

No. 3A Ansco



SPECIFICATIONS: For pictures $3\frac{1}{4} \times 5\frac{1}{2}$ inches; adapted for six or ten exposure Film (18C or 18D).

Dimensions, $5\frac{1}{4} \times 6\frac{1}{4} \times 7\frac{1}{4}$ inches. Weight, $37\frac{1}{2}$ ounces. Lens, fixed focus Meniscus Achromatic of high quality. Shutter, for time and instantaneous exposures, enclosed within the box and having Diaphragm with three different size openings. Two brilliant finders for horizontal and vertical pictures and two tripod sockets. Noiseless winding key. Covered with genuine seal grain leather.

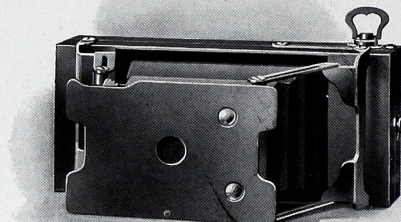
THIS camera is the same as the No. 3 in detail and construction only that it makes a postal card size picture.

Price

No. 3A Ansco Camera.....	\$7.25	Ansco Portrait Attachment.....	\$.50
Sole Leather Carrying Case.....	1.50	Six Exposure Film, $3\frac{1}{4} \times 5\frac{1}{2}$ (18C)...	.40
Ten Exposure Film, $3\frac{1}{4} \times 5\frac{1}{2}$ (18D) \$.70	

Ansco Series

Ansco V-P



SPECIFICATIONS: For pictures $2\frac{1}{4} \times 3\frac{3}{4}$ inches; adapted for six exposure Film (4A).

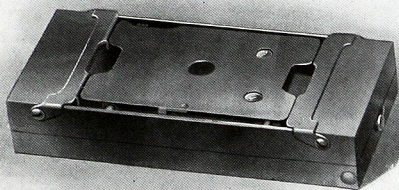
Dimensions, $1\frac{1}{4} \times 2\frac{3}{4} \times 6$ inches. Weight, $15\frac{1}{2}$ ounces. Lens, a good Meniscus Achromatic. Shutter, self-setting and operated by a finger release lever, which shutter is encased in the front of the camera and is arranged for time, bulb, and instantaneous pictures. Finder, brilliant—for horizontal and vertical pictures. Noiseless winding key.

THE letters V-P stand for vest pocket. Manufacturers of cameras have taken a great deal of license in the designation of different instruments of collapsible type. F. P., for instance, meaning “folding pocket,” has been used not only by us but by all the other manufacturers. It is true that some of them will go in an overcoat pocket, but strictly speaking the designation is incorrect.

The Ansco V-P is literally true, a vest pocket camera. Its shape, size and freedom from outside projections will cause it to slide easily into the vest pocket of a full-grown man.

Ansco Series

Ansco V-P



It is made of metal throughout with a dead-black finish. It takes a picture $2\frac{1}{4} \times 3\frac{3}{4}$ —the same size picture as a No. 1 Folding BB, yet compare the dimensions of the two instruments. The engravings in this catalog are all made to the same scale.

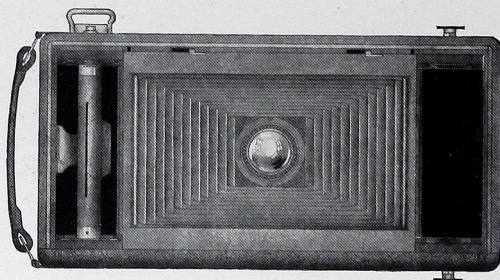
The Ansco V-P is quick in action. One pull of the front extends the bellows by means of a lazy tongs arrangement and automatically clamps it ready to snap any object from 8 feet distance to infinity. It requires no focusing. The method of loading and unloading is so simple and accurate that no description is necessary. Every Ansco V-P, however, is sold with an instruction book. When an Ansco V-P is folded it looks more like a lady's jeweled card case than a camera. The red peep-hole is the only indication.

Price

Ansco V-P complete with Lens and Shutter, including Soft Case.....	\$7.50
Six Exposure Film, $2\frac{1}{4} \times 3\frac{3}{4}$ (4A).....	.20

Important Detail in Construction of Folding Cameras

Back View of Ansco Folding Cameras



Open—Showing the new Spool-holding Arrangement

ALL Ansco and Buster Brown Folding Cameras are constructed with a safety spool-holding arrangement and with a spring spoon which acts like two human fingers under the roll of exposed film. It holds the film taut in winding so that no light can fog the edges of the film. It serves also to hold down the free end of the film when all exposures have been made. Then, when you are ready to take out the spool, this spoon lifts it out easily. In all other makes of film cameras it is necessary at times to pry out the roll with a knife, and in doing this the entire roll is likely to become unrolled, thus ruining the pictures. Comparison is necessary to appreciate the precision, efficiency and value of this improvement.

The illustration also shows the closing arrangement of Ansco Cameras. The back can never be accidentally opened, thus doing away entirely with the possibility of ever spoiling a roll of film in this way.

Ansco Series

Ansco Junior Camera



SPECIFICATIONS: For pictures $2\frac{1}{2} \times 4\frac{1}{4}$ inches; adapted for six or twelve exposure Film (6A or 6B).

Dimensions $2 \times 4 \times 8\frac{1}{2}$ inches. Weight, 25 ounces. Lens, high-grade Rapid Symmetrical with speed at U. S. 4. Shutter, self-shutting, operated by a hand lever and automatic in action. (See Junior Shutter p. 18). It is provided with time bulb and instantaneous exposures. Iris Diaphragm with openings from U. S. 4 to 128. Finder, brilliant, for horizontal and vertical pictures. Noiseless winding key.

THIS is a very handsome folding pocket camera covered with seal grain leather. The trimmings are all heavily nickelplated and polished. It has two tripod sockets. The spool-holding arrangement is entirely new in construction. It can be quickly loaded and unloaded, and is equipped with an automatic spring spoon which holds the film taut in winding. No loosely-wound, partly-fogged films possible with this camera.

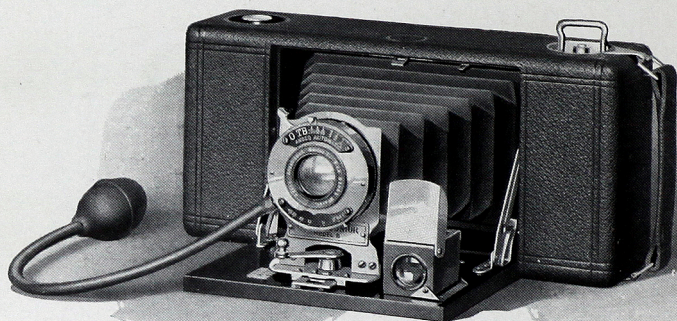
Price

Ansco Junior Camera with Lens and
Shutter complete.....\$12.00
Leather Carrying Case..... 1.25

Ansco Portrait Attachment.....\$.50
Six Exposure Film, $2\frac{1}{2} \times 4\frac{1}{4}$ (6A).... .25
Twelve Exposure Film, $2\frac{1}{2} \times 4\frac{1}{4}$ (6B) .50

AnSCO Series

AnSCO Junior Special



SPECIFICATIONS: For pictures $2\frac{1}{2} \times 4\frac{1}{4}$ inches; adapted for six or twelve exposure Film (6A or 6B).

Dimensions, $2 \times 4 \times 8\frac{1}{2}$ inches. Weight, 25 ounces. Lens, AnSCO Anastigmat working at F 6.3, with AnSCO Automatic Shutter. Shutter self-setting, operated by a hand lever and automatic in action. It is provided with time, bulb and instantaneous exposures. Iris Diaphragm with openings from F 6.3 to F 45. Finder, brilliant, for horizontal and vertical pictures. Noiseless winding key.

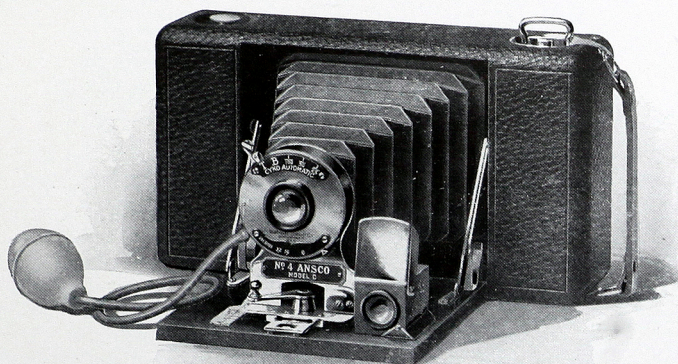
“THIS camera exactly suits me in size, principle, and design, but I am looking for something unique in finish and lens equipment,” has been said so often in regard to the AnSCO Junior that the AnSCO Junior Special is the inevitable outcome. Its value consists in the AnSCO high-grade Anastigmat Lens, the precision of adjustment and finish obtained by disregarding cost of labor and material. It is an AnSCO Junior unlimited within its scope. The price includes a very handsome sole leather case lined with plush.

Price

AnSCO Junior Special, complete with Lens, Shutter and Carrying Case.....\$45.00

AnSCO Series

No. 4 Folding Pocket AnSCO



SPECIFICATIONS: For pictures $3\frac{3}{4} \times 4\frac{1}{4}$ inches; adapted for six or twelve exposure Film (7A or 7B).

Dimensions, $2\frac{1}{2} \times 4\frac{1}{2} \times 8$ inches. Weight, 27 ounces. Lens, high-grade, double Rapid Symmetrical. Fitted with Cyko Automatic Shutter, as per description on p. 17. Focal length of lens, 5 inches, working at U.S.4. Finder, brilliant reversible, for horizontal and vertical pictures, in combination with two tripod sockets. Noiseless winding key.

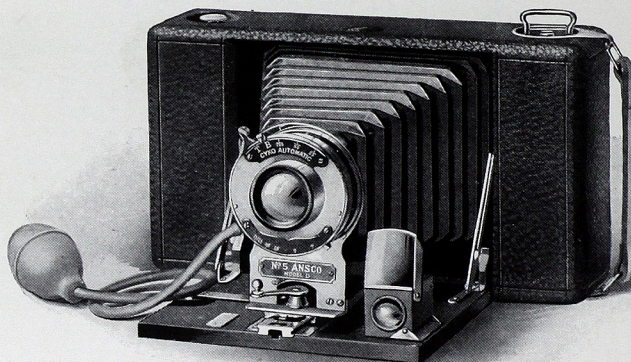
AN amateur soon graduates from the fixed-focus type of camera and he must then look to a folding bellows camera. The No. 4 Folding Pocket AnSCO is designed just to meet this advanced requirement in a simple, light and compact form. It is made of selected mahogany, highly polished throughout. The metal parts are heavily nicked and highly polished. The covering is genuine black seal leather. The spool-holding arrangement is entirely new in construction. It can be quickly loaded and unloaded, and the automatic spring spoon, which is part of the spool-holding device, always holds the film taut in winding.

Price

AnSCO No. 4 Folding, $3\frac{3}{4} \times 4\frac{1}{4}$ in., with Lens and Shutter complete.....	\$15.00	AnSCO Dry Plate Attachment, includ- ing Holder.....	\$ 3.50
Sole Leather Carrying Case.....	1.50	Double Dry Plate Holder, $3\frac{3}{4} \times 4\frac{1}{4}$..	1.25
AnSCO Portrait Attachment.....	.50	Six Exposure Film, $3\frac{3}{4} \times 4\frac{1}{4}$ (7A) ..	.35
		Twelve Exposure Film $3\frac{3}{4} \times 4\frac{1}{4}$ (7B) ..	.70

AnSCO Series

No. 5 Folding Pocket AnSCO



SPECIFICATIONS: For pictures 4 x 5 inches; adapted for six or twelve exposure Film (10A or 10B).

Dimensions, 2½ x 5 x 9 inches. Weight, 35 ounces. Lens, high-grade Rapid Symmetrical, with speed of U. S. 4, fitted with Cyko Automatic Shutter. (See description p. 17). Focal length of lens 6½ inches. Finder, brilliant reversible, for horizontal and vertical pictures, in combination with two tripod sockets. Noiseless winding key.

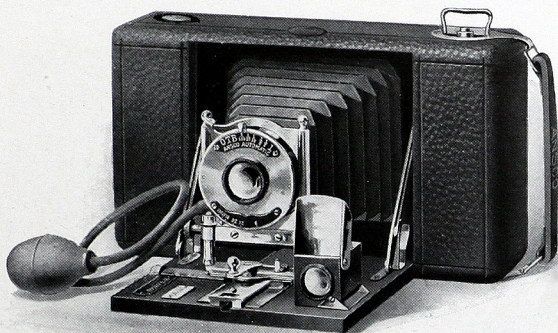
A 4 x 5 picture appeals to a great many, and to those this camera is recommended. It is in all essentials the same as the No. 4 with this material advantage—that it is fitted with a rack and pinion focusing arrangement. The same as all the rest of the AnSCO folding cameras it is provided with the new spool-holding arrangement.

Price

AnSCO No. 5 Folding, 4 x 5 in., with	AnSCO Dry Plate Attachment, including Holder.....	\$ 3.50
Lens and Shutter complete.....	Double Dry Plate Holder, 4 x 5.....	1.25
Sole Leather Carrying Case.....	Six Exposure Film, 4 x 5 (10A)45
AnSCO Portrait Attachment.....		
	Twelve Exposure Film, 4 x 5 (10B) \$.90	

Ansco Series

No. 6 Folding Pocket Ansco



SPECIFICATIONS: For pictures $3\frac{3}{4} \times 4\frac{1}{4}$ inches; adapted for six or twelve exposure Film (7A or 7B).

Dimensions, $2\frac{1}{2} \times 4\frac{1}{2} \times 8$ inches. Weight, 31 ounces. Lens, high-grade, double Rapid Symmetrical, working speed U. S. 4. Focal length, $5\frac{3}{4}$ inches. Fitted with Ansco Automatic Shutter, as per description on p. 16. Finder, brilliant reversible, for horizontal and vertical pictures, in combination with two tripod sockets. Noiseless winding key. Rack and pinion for accurate focusing; front rising, lowering, and shifting laterally. New spool-holding arrangement.

THIS is another $3\frac{3}{4} \times 4\frac{1}{4}$ folding camera but of a higher quality than the No. 4, both in respect to shutter, focusing arrangement and additional movements, such as the rising and shifting front to simplify the work and to make the results more accurate for the advanced amateur. The rising and shifting front is of great advantage in composition, especially in connection with architectural photography. The workmanship throughout is of the highest order—made of mahogany, highly polished, with nickelplated trimmings, and covered with genuine black seal grain leather. In other respects it is the same as the No. 4.

Price

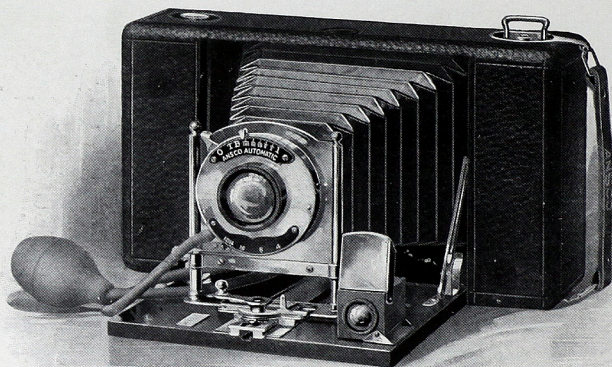
Ansco No. 6 Folding, $3\frac{3}{4} \times 4\frac{1}{4}$ in.,
with Lens and Shutter complete...\$18.50
Sole Leather Carrying Case..... 1.50
Ansco Portrait Attachment..... .50

Ansco Dry Plate Attachment, in-
cluding Holder..... \$3.50
Double Dry Plate Holder, $3\frac{3}{4} \times 4\frac{1}{4}$... 1.25
Six Exposure Film, $3\frac{3}{4} \times 4\frac{1}{4}$ (7A).. .35

Twelve Exposure Film, $3\frac{3}{4} \times 4\frac{1}{4}$ (7B) \$.70

Ansco Series

No. 7 Folding Pocket Ansco



SPECIFICATIONS: For pictures 4 x 5 inches; adapted for six or twelve exposure Film (10A or 10B).

Dimensions, 2½ x 5 x 9 inches. Weight, 38½ ounces. Lens, high-grade Rapid Symmetrical with speed at U. S. 4. Focal length, 6½ inches. Shutter, Ansco Automatic, as per description on p. 16. Finder, brilliant reversible, for horizontal and vertical pictures, in combination with two tripod sockets. Noiseless winding key. Rack and pinion for accurate focusing. Front, rising, lowering and shifting laterally. New spool-holding arrangement.

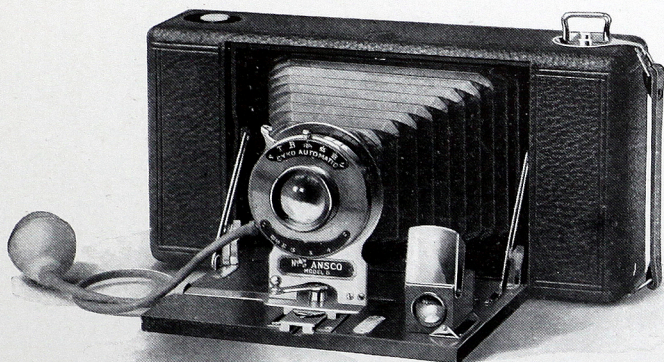
EXCEPT for the size, which is 4x5, this camera is in every respect the same as the No. 6 with such differences as may be noted in the specifications above. A 4x5 camera has long been a popular size.

Price

Ansco No. 7 Folding, 4x5 in., with Lens and Shutter complete.....	\$22.50	Ansco Dry Plate Attachment with Holder.....	\$ 3.50
Sole Leather Carrying Case	1.50	Double Dry Plate Holder, 4x5.....	1.25
Ansco Portrait Attachment.....	.50	Six Exposure Film, 4x5 (10A).....	.45
Twelve Exposure Film, 4x5 (10B) \$.90	

AnSCO Series

No. 9 Folding Pocket AnSCO



SPECIFICATIONS: For pictures $3\frac{1}{4} \times 5\frac{1}{2}$ inches; adapted for six or ten exposure Film (18A or 18B).

Dimensions, $2\frac{1}{4} \times 4\frac{3}{4} \times 9\frac{3}{4}$ inches. Weight, $35\frac{1}{2}$ ounces. Lens, high-grade Rapid Symmetrical with speed at U. S. 4. Shutter, Cyko Automatic, as per description on p. 17. Focal length of Lens $6\frac{1}{2}$ inches. Rack and pinion for focusing with precision. Finder, brilliant reversible, for horizontal and vertical pictures, in combination with two tripod sockets. Noiseless winding key. New spool-holding arrangement.

THIS is an extremely popular camera on account of the size of the picture it takes, which is $3\frac{1}{4} \times 5\frac{1}{2}$ inches, for the reason that it allows great scope in photographing landscapes and also permits making beautiful panel portraits. It is also the right size for postal cards. With the use of the AnSCO Portrait Attachment it will make large size bust portraits.

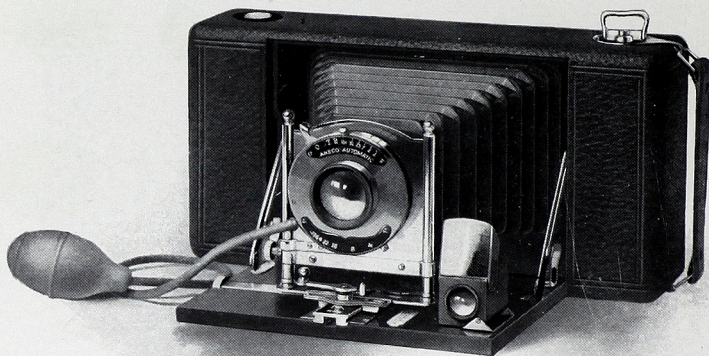
Price

AnSCO No. 9 Folding, $3\frac{1}{4} \times 5\frac{1}{2}$
Camera, with Lens and Shutter
complete.....\$20.00
Sole Leather Carrying Case 1.50
AnSCO Portrait Attachment..... .50

AnSCO Dry Plate Attachment, for
 $3\frac{1}{4} \times 5\frac{1}{2}$ plate.....\$ 3.50
Double Dry Plate Holder, $3\frac{1}{4} \times 5\frac{1}{2}$... 1.25
Six Exposure Film, $3\frac{1}{4} \times 5\frac{1}{2}$ (18A) .40
Ten Exposure Film $3\frac{1}{4} \times 5\frac{1}{2}$ (18B) .70

Ansco Series

No. 10 Folding Pocket Ansco



SPECIFICATIONS: For pictures $3\frac{3}{4} \times 5\frac{1}{2}$ inches; adapted for six or ten exposure Film (18A or 18B).

Dimensions, $2\frac{1}{2} \times 4\frac{3}{4} \times 9\frac{3}{4}$ inches. Weight, $38\frac{1}{2}$ ounces. Lens, high-grade Rapid Symmetrical with speed at U. S. 4, and focal length of 6 $\frac{1}{2}$ inches. Shutter, Ansco Automatic, as per description on p. 16. Front, rising, lowering and shifting laterally. Finder, brilliant reversible, for horizontal and vertical pictures, in combination with two tripod sockets. Noiseless winding key. New spool-holding arrangement.

THIS camera is essentially the same as the preceding, except as to the points of difference noted in the specifications above, notably the rising and lowering front, also shifting laterally.

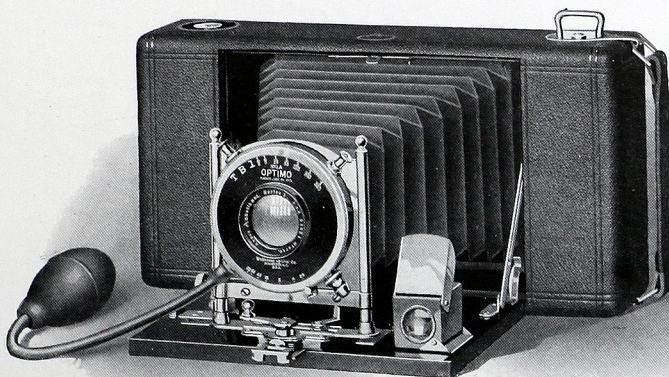
Price

Ansco No. 10, Folding, $3\frac{3}{4} \times 5\frac{1}{2}$	
Camera, with Lens and Shutter	
complete.....	\$25.00
Sole Leather Carrying Case	1.50
Ansco Portrait Attachment.....	.50

Ansco Dry Plate Attachment, for	
$3\frac{3}{4} \times 5\frac{1}{2}$ plate.....	\$ 3.50
Double Dry Plate Holder, $3\frac{3}{4} \times 5\frac{1}{2}$	1.25
Six Exposure Film, $3\frac{3}{4} \times 5\frac{1}{2}$ (18A)	.40
Ten Exposure Film, $3\frac{3}{4} \times 5\frac{1}{2}$ (18B)	.70

Ansco Series

No. 10 Folding Pocket Ansco Special



SPECIFICATIONS: For pictures $3\frac{1}{4} \times 5\frac{1}{2}$ inches; adapted for six or ten exposure Film (18A or 18B).

Dimensions, $2\frac{1}{4} \times 4\frac{1}{4} \times 9\frac{3}{4}$ inches. Weight, 39 ounces. Lens, Ansco Anastigmat working at F 6.3, with Optimo Shutter. Front, rising, lowering and shifting laterally. Finder, brilliant reversible, for horizontal and vertical pictures, in combination with two tripod sockets. Noiseless winding key. Automatic spool-holding arrangement.

THIS Ansco Camera is especially made for those who desire an instrument of absolute precision in workmanship, finish and equipment—for those who wish to make pictures under conditions which are only possible with a camera fitted with a high-grade Anastigmat. In other words, it is an Ansco unlimited within its scope and finished without regard to the cost of labor and material necessary to make it the best of its kind. The efficiency, precision and value of this instrument can only be fully appreciated by comparison.

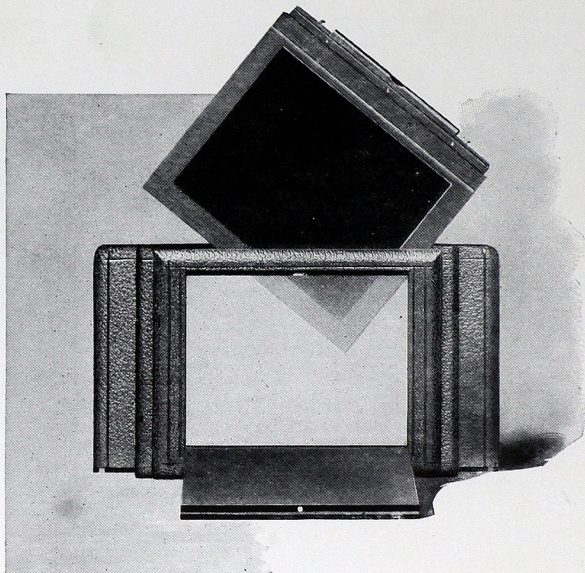
The price includes a sole leather case lined with plush.

Price

No. 10 Folding Pocket Ansco Special, complete with Lens, Shutter and Carrying Case.....\$55.00

Glass Plate Photography

AnSCO Dry Plate Attachment



WE supply this attachment, or rather interchangeable back, for those who desire to use dry plates instead of films in the AnSCO cameras Nos. 4, 5, 6, 7, 9 and 10.

When the AnSCO Dry Plate Attachment is substituted for the film back, the AnSCO camera does not vary in appearance. It remains the same only that it then takes a **double** dry plate holder.

Price

Complete with one D. P. Holder.....	\$3.50	Extra plate holder.....	\$1.25
-------------------------------------	--------	-------------------------	--------

SPECIAL LENS AND SHUTTER EQUIPMENT

The Ansco Jr. Ansco Jr. Special No. 4 F. P. Ansco No. 5 F. P. Ansco
 No. 6 F. P. Ansco No. 7 F. P. Ansco No. 9 F. P. Ansco
 No. 10 F. P. Ansco No. 10 F. P. Ansco Special

STYLE OF ANSCO	Fitted with Ansco Anastigmat Lens F 6.3			Fitted with Goerz Dagor Lens F 6.8			
	ANSKO SHUTTER	OPTIMO SHUTTER	TENAX SHUTTER	ANSKO OR CYKO SHUTTER	OPTIMO SHUTTER	COMPOUND SHUTTER	TENAX SHUTTER
Ansco Junior	\$35.00	\$50.50
Ansco Junior Special.....	45.00	60.50
No. 4 F. P. Ansco.....	37.50	\$43.50	\$45.50	53.50	\$59.50	\$60.50	\$61.00
No. 5 F. P. Ansco.....	42.50	48.50	49.50	62.50	69.00	71.50	69.50
No. 6 F. P. Ansco.....	40.00	46.00	48.00	55.50	62.00	63.00	63.50
No. 7 F. P. Ansco.....	45.00	51.00	52.00	65.00	71.50	74.00	72.00
No. 9 F. P. Ansco.....	45.00	51.00	52.00	65.00	71.50	74.00	72.00
No. 10 F. P. Ansco.....	47.50	53.50	54.50	67.50	74.00	76.50	74.50
No. 10 F. P. Ansco Special.	55.00	55.00	63.00	76.00	82.50	85.00	83.00

Glass Plate Photography

Hammer Dry Plates

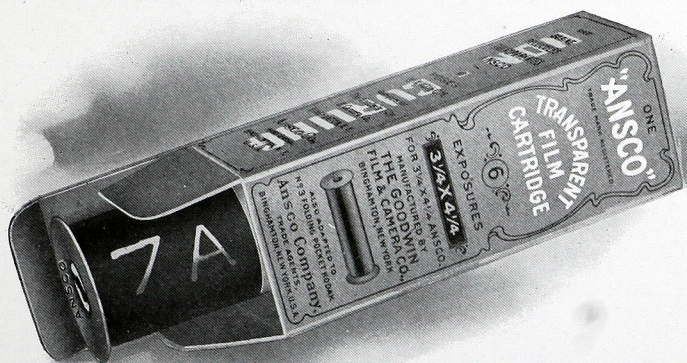
ALL that can be said about Hammer Plates is contained in HAMMER'S LITTLE BOOK: A Short Talk on Negative Making. Those interested in the best quality procurable in a glass dry plate should send for the above booklet.

Price List

SIZE	Slow, Fast, Extra Fast, Special Orthochromatic Per Dozen	Non-Halation, Ortho- chromatic Aurora Per Dozen	X-Ray Per Dozen	X-Ray Double Coated Per Dozen	Lantern Slide Plates Per Dozen
1 x 1½	\$.20				
2 x 2	.20				
2½ x 2½	.30				
2½ x 4	.35				
3 x 3	.35				
3 x 3½	.35				
3¼ x 3¼	.40				3¼ x 4 \$.55
3¼ x 3½	.40				3¼ x 3¼ .40
3½ x 3½	.40				6½ x 8 2.00
3¼ x 4¼	.45	\$.55			
3¼ x 5½	.65				
4¼ x 4¼	.60				
3½ x 6½	.75	.95			
4 x 5	.65	.80			
4¼ x 5½	.75	.95			
4¼ x 6½	.90	1.10			
4¾ x 6½	.90	1.20			
4 x 7	1.00				
5 x 7	1.10	1.40	\$ 1.40	\$ 1.70	
5 x 8	1.25	1.55	1.55	1.85	
6½ x 8½	1.65	2.10	2.10	2.55	
7 x 9	2.00				
7 x 10	2.10	2.65			
8 x 10	2.40	3.00	3.00	3.60	
10 x 12	4.20	5.15	5.15	6.10	
11 x 14	6.00	7.25	7.25	8.50	
14 x 17	9.00	11.25	11.25	13.50	
16 x 20	13.25	16.40			
17 x 20	14.00	17.25			
18 x 22	16.50	20.40			
20 x 24	20.00	24.65			

It's the Film that Makes the Picture

Color Values In Pictures Taken On Ansco Films



COLOR values in black and white are as effective in reproducing nature as the actual colors. A dry point or an etching by Whistler has in the fine shades of black and white the force of the color values which the camera makes possible with the Ansco film. All films may be truthfully advertised as being orthochromatic, for there is no difficulty in making a film sensitive to one or more colors. The art is to make it sensitive to the right colors and in the proper degree, so as to produce the various tints of black and white necessary to create the correct illusion.

For practical purposes the film should be very sensitive to green and yellow, on account of the green foliage and in order to make instantaneous pictures possible on hazy days and late in the afternoon, when yellow light prevails. It should be only moderately sensitive to red, so as to prevent fog in developing by ruby light. The excessive sensitiveness to blue and violet which all films are likely to possess must be decreased in relative proportion to the sensitiveness to red, yellow and green.

Advantages of Harmonious Color Values

As shown in Ansco Film, are as follows:

In view work, where there are clouds and foliage, or work embracing great distances, the finer details are retained and a harmony of light and shade is secured. In portrait work, the draperies, dresses, etc., are reproduced in their true color values. Auburn hair will be reproduced in a different tone from black hair. Blue eyes will not be represented as almost white.

An Equally Important Point

With the marked improvements mentioned, the Ansco film still retains that fineness of grain of the emulsion so necessary in producing a well-balanced negative, with details in the shadows and delicate half tones in the high lights.

Keeping Quality a Convenient Advantage

Ansco films as now made will keep in good condition during the time for which they are guaranteed under almost any climatic conditions, and will last almost as long as a dry plate if proper care is taken of them.

Ansco Film is the Film with Experience Behind It

The photographic experts who make Ansco films have benefited by the failures of other manufacturers in attempting to produce a perfect result.

Ansco Non-Curling Films

ARE all numbered and lettered. The number indicates the size and also the camera for which it is intended, and the letter the number of exposures.

To simplify orders and thereby reduce the possibility of mistakes, and also as an assistance to us in our clerical department, we ask that you will kindly order by number and letter, as per the following schedule:

Look for the Number on the Carton

1B—1½ x 2	—12 Ex.	Adapted to Pocket Kodak	\$.25
2A—1½ x 2½	— 6 Ex.	“ “ No. 0 Folding Pocket Kodak and No. 0 Graphic	.15
2B—1½ x 2½	—12 Ex.	Adapted to the same cameras as the 2A	.25
3A—2¼ x 2¼	— 6 Ex.	For No. 1 Buster Brown, adapted to No. 1 Brownie	.15
4A—2¼ x 3¼	— 6 Ex.	For No. 2 Buster Brown, No. 3 Buster Brown, and No. 1 Folding Buster Brown; adapted to No. 2 Brownie, No. 2 Folding Pocket Brownie, and Ansco V. P.	.20
5A—2¼ x 3¼	— 6 Ex.	Adapted to No. 1 Folding Pocket Kodak, and No. 1 Panoram Kodak	.20
5B—2¼ x 3¼	—12 Ex.	Adapted to the same cameras as the 5A	.40
6A—2½ x 4¼	— 6 Ex.	For No. 2A Buster Brown, and Ansco Jr.; adapted to No. 1A Folding Pocket Kodak, No. 1A F. P. K. Special, 1A Speed Kodak, and No. 2A Brownie	.25
6B—2½ x 4¼	—12 Ex.	Adapted to the same cameras as the 6A	.50
7A—3¼ x 4¼	— 6 Ex.	For Nos. 2, 4 and 6 Ansco Cameras; adapted to No. 3 Folding Pocket Kodak, No. 3 Weno Hawk-Eye, No. 3 Buck-Eye, No. 3 Folding Hawk-Eye, Stereo Hawk- Eye, Models Nos. 1, 2 and 3 Combination Hawk-Eye, No. 3 Focusing Hawk-Eye	.35
7B—3¼ x 4¼	—12 Ex.	Adapted to the same cameras as the 7A	.70
7C—3¼ x 4¼	— 6 Ex.	Adapted to No. 3 Folding Brownie, No. 3 Brownie, and No. 3 Bull's-Eye Kodak	.35
7D—3¼ x 4¼	—12 Ex.	Adapted to the same cameras as the 7C	.70
8A—3½ x 3½	— 6 Ex.	For No. 1 Ansco; adapted to No. 2 Bullet, No. 2 Bull's-Eye, No. 2 Flexo Kodak, No. 2 Stereo Pocket Kodak, No. 2 Folding Kodak, Tourist Buck-Eye, and No. 3B Al-Vista	.30
8B—3½ x 3½	—12 Ex.	Adapted to the same cameras as the 8A	.60

It's the Film that Makes the Picture

10A—4	x 5	— 6 Ex.	For Nos. 3, 5, 7 and 8 Ansco; adapted to No. 4 Bullet, No. 4 Bull's-Eye, No. 4 Panoram Kodak, No. 4 Folding Buck-Eye, No. 4 Weno Hawk-Eye, No. 4 Folding Hawk-Eye, No. 4 Bullet Special, Model C No. 4 Bull's-Eye Special, 4B Al-Vista, and 4G Al-Vista	\$.45
10B—4	x 5	—12 Ex.	Adapted to the same cameras as the 10A90
10C—4	x 5	— 6 Ex.	Adapted to No. 4 Folding Pocket Kodak, No. 4 Screen Focus Kodak, No. 4 Folding Hawk-Eye, Models 3 and 445
10D—4	x 5	—12 Ex.	Adapted to the same cameras as the 10C90
11A—4¼	x 3¼	— 6 Ex.	Adapted to No. 3 Cartridge Kodak35
11B—4¼	x 3¼	—12 Ex.	Adapted to No. 3 Cartridge Kodak70
12A—5	x 4	— 6 Ex.	Adapted to No. 4 Cartridge Kodak and 5B, 5C, 5D and 5F Al-Vista45
12B—5	x 4	—12 Ex.	Adapted to the same cameras as the 12A90
13A—7	x 5	— 6 Ex.	Adapted to No. 5 Cartridge Kodak, and 7D, 7E and 7F Al-Vista80
13B—7	x 5	—12 Ex.	Adapted to the same cameras as the 13A	1.60
18A—3¼	x 5½	— 6 Ex.	For Nos. 9 and 10 Ansco; adapted to No. 3A Folding Pocket Kodak, No. 7 Weno Hawk-Eye, 3A Folding Hawk-Eye, 3A Folding Brownie and 3A Graflex40
18B—3¼	x 5½	—10 Ex.	Adapted to the same cameras as the 18A70
18C—3¼	x 5½	— 6 Ex.	For No. 3A Ansco; adapted to No. 2 Stereo Brownie and No. 3B Quick Focus Kodak, No. 3B Folding Hawk-Eye, No. 6 Weno Hawk-Eye40
18D—3¼	x 5½	—10 Ex.	Adapted to the same cameras as the 18C70
19A—4¼	x 6½	— 6 Ex.	Adapted to No. 4A Folding Kodak and No. 4A Speed Kodak65

Cartridge R. H. Film

14A—4	x 5	—6 Ex.	Adapted to No. 4 Horizontal Roll Holder45
15A—4¼	x 3¼	—6 Ex.	Adapted to No. 3 Vertical Roll Holder35
16A—5	x 4	—6 Ex.	Adapted to No. 4 Vertical Roll Holder and Auto Graflex45
17A—7	x 5	—6 Ex.	Adapted to No. 5 Vertical Roll Holder80

Ansco Film Adapted to Cirkut Camera

Width Inches	Length Feet	Price Roll	Width Inches	Length Feet	Price Roll
6	10	\$2.40	8	20	\$ 6.40
6	20	4.80	10	10	4.00
6½	3	.80	10	20	8.00
6½	6	1.60	12	10	4.80
8	4	1.30	12	20	9.60
8	8	2.60	16	10	6.40
8	10	3.20	16	20	12.80

The Paper for Prize-Winning Pictures

Cyko Paper



CYKO is a paper of the development class which prints at any time, in any light and from all classes of negatives. It is the paper that makes it possible for the amateur, who is generally too busy throughout the day, to utilize his evening hours making prints from his negatives, and it is the paper that should be used to secure the best prints, whether from glass plate or film negatives, for the following reasons:

Cyko Has Latitude

We will explain what this means:

No one, even an expert, can, by looking at a negative, determine exactly how long to print it (expose it) so as to make a perfect picture. With CYKO, if the right time is 20 seconds and you happen to give it 15, the print will still be good. It will take a little longer to develop and that's all. With any other paper the print will be poor because if you force the development it will fog—the print will be gray—flat—without detail, and lifeless.

Cyko Has Tone Gradations

Almost every negative has thin parts—almost clear glass at times (under exposed shadows) and dense portions (fully exposed high lights). With other papers the resulting print will consist of burnt black paper on one side and chalky white on the other. With CYKO the shadows will be there to be sure, but full of transparency, allowing the details to show in a low tone. The high lights will also be there, full of middle tints and detail. In other words, the light and shadows blend so harmoniously through such soft progressive gradation of tones that there is no strong dividing line.

Cyko is Made in Three Grades

Designated as Contrast, Normal, Soft.

Anyone can tell whether a negative is thin, of normal density or contrastive. For a thin negative CONTRAST CYKO is used; for a normal negative NORMAL CYKO is used, and for a contrastive negative SOFT CYKO will give a beautiful print.

Cyko is Made in Four Surfaces

To suit the subject of your negative, as follows: GLOSSY CYKO has a surface with a high gloss similar to the old P. O. P. glossy gelatine paper. SEMI-MATTE CYKO has an ivory-like glossy surface closely resembling that of very smooth Platinum paper. STUDIO CYKO has a surface identical with that of Matte Collodion P. O. P.; that is, a matte surface with a slight sheen which gives a velvety or satin appearance to the print. PLAT CYKO has a surface identical with that of the original Platinum with a rich, almost imperceptible grain.

The Paper for Prize-Winning Pictures

Cyko Paper

Price

Surfaces Numbers	Semi-Matte 2	Glossy 3	Plat 5	Studio 6	*Buff
---------------------	-----------------	-------------	-----------	-------------	-------

Contrast (Blue Label)	Normal (Yellow Label)	Soft (Red Label)
-----------------------	-----------------------	------------------

SIZE	Regular Wt.		Double Wt.	
	Doz.	Gro.	Doz.	Gro.
2¼ x 3¼	\$.12	\$ 1.20		
2½ x 2½	.10	1.00		
2½ x 4¼	.12	1.20		
3¼ x 4¼	.12	1.20		
3¼ x 5½	.15	1.50		
3½ x 3½	.12	1.20		
3½ x 12	.30	3.00	\$.35	\$ 3.50
3⅞ x 5½ (Cab't)	.15	1.50	.25	2.00
4 x 5	.15	1.50	.25	2.00
4 x 6	.20	1.60	.25	2.00
4¼ x 4¼	.15	1.50	.25	2.00
4¼ x 5½	.20	1.80	.25	2.00
4¼ x 6½	.25	2.50	.30	3.00
5 x 7	.30	3.00	.35	3.50
5 x 8	.35	3.50	.40	4.00
5½ x 7¾	.35	4.00	.45	4.50
6 x 8	.45	4.50	.50	5.00
6½ x 8½	.50	5.00	.60	6.00
7 x 9	.55	6.00	.65	7.00
7½ x 9½	.60	6.50	.75	8.00
8 x 10	.70	7.00	.80	9.00
9 x 11	.90	8.50	1.00	11.00
10 x 12	1.00	10.00	1.20	13.50
11 x 14	1.35	14.00	1.60	17.50
12 x 16	1.70	17.50	2.00	21.50
14 x 17	2.00	21.00	2.40	27.00
16 x 20	2.50	28.00	3.20	36.00
18 x 22	3.00	34.00	4.00	46.00
20 x 24	3.50	40.00	4.80	55.00

*Buff is only made in the Soft grade and in double weight.

The Paper for Prize-Winning Pictures

Cyko Post Cards

Contrast (Blue Label)		Normal (Yellow Label)		Soft (Red Label)	
SIZE	Doz.	Gro.	Net Rate per 1000		
3½ x 5½ ..	\$.15	\$1.50	In U.S. \$	7.00	In Canada \$ 8.00
3½ x 11 ..	.35	3.40	“ “	15.85	“ “ 17.00

Price of Imprint

All specially printed cards must have our regular heading and trade-mark. No charge for imprinting 5,000 cards or more in a single order. Smaller quantities \$1.50 extra for first thousand, and 50 cents for each succeeding thousand. No orders accepted for less than one thousand.

Cyko in Rolls

	Contrast (Blue Label)	Normal (Yellow Label)	Soft (Red Label)
		Regular Weight	Double Weight
10-yard rolls.....		\$5.00	\$6.00
10-foot rolls		2.00	2.25

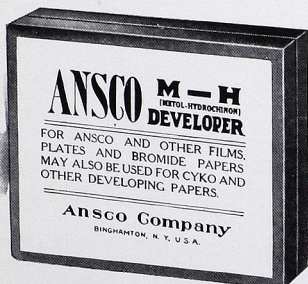
The single weight rolls are 25 in. wide.

The double weight rolls are 26 in. wide.

Chemicals to Insure Good Results

AnSCO and Cyko Chemicals

The ANSCO and CYKO preparations are the product of scientifically tested chemicals of the highest degree of purity



AnSCO M-H Developer (Metol-Hydrochinon)

Prepared especially for the development of AnSCO and other films, dry plates and bromide papers. Each tube makes 12 ounces of solution for films, plates, and bromide papers, or 8 ounces for developing paper.

Price per box of 5 tubes.....\$.50



AnSCO P-S Developer (Pyro-Soda)

For the development of AnSCO and other films and dry plates; it is suitable for both tray and tank development. Each tube makes 12 ounces for tray, or 30 ounces for tank at 65° F. and 20 minutes development.

Price per box of 5 tubes.....\$.50



Cyko H-M Developer (Hydrochinon-Metol)

Has become the standard for CYKO and other developing papers, producing rich blue-black prints with great brilliancy.

Each tube makes eight ounces of solution for developing paper, or twelve ounces for films, dry plates, and bromide paper.

Price per box of 5 tubes.....\$.50

Chemicals to Insure Good Results



Cyko N-A Developer

(Non-Abrasion)

It is especially desirable for use with Glossy paper as its principal object is to prevent abrasion or friction marks. It gives a soft brilliant print of warm tone. It is not recommended for use with films, plates, or bromide paper.

Each tube makes eight ounces of solution.

Price per box of 5 tubes....\$.50



Cyko O-H Developer

(Ortol-Hydrochinon)

Gives results very similar to the H-M, but is preferred by some who suffer discomfort from the use of Metol. It is a developer of medium speed with the use of which fog is practically unknown, and will keep in solution for a longer time before oxidizing than one containing Metol.

Directions for use are the same as the CYKO H-M.

Price per box of 5 tubes....\$.50



Cyko Re-Developer

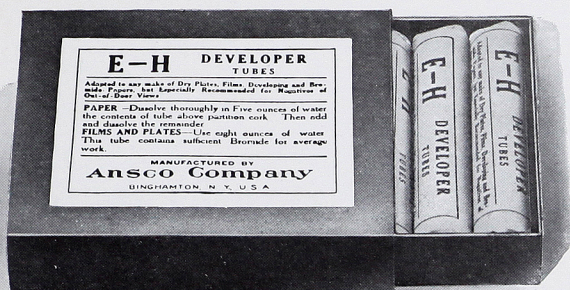
(In Dry Form)

For producing sepia tones on Cyko or other developing and bromide papers. As an intensifier for films and plates it has no superior.

Each tube makes sixteen ounces of the bleaching and sixteen ounces of the re-developing solution.

Price per box of 5 tubes....\$.50

Chemicals to Insure Good Results



E-H Developer Tubes (Eikonogen-Hydrochinon)

Each tube makes 8 ounces for films and plates or 5 ounces for paper.

Price per box of six tubes.....\$.25

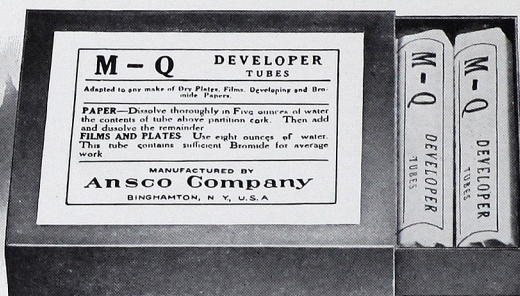


Hydro-Developer Tubes (Hydrochinon)

Recommended for the development of lantern-slide plates, bromide papers, or negatives of subjects requiring extreme contrasts while maintaining the transparency of the shadows. Each tube makes 8 ounces.

Price per box of 6 tubes.....\$.25

Chemicals to Insure Good Results



M-Q Developer Tubes (Metol-Quinol)

An ideal "all-around" developer having a wide range of adaptability, and equally good for all makes of films, plates, and papers. Each tube makes 8 ounces for plates and films or 5 ounces for papers.

Price per box of 6 tubes.....\$.25



Pyro Developer Tubes (Pyro-Soda)

A most reliable developer for films and plates preserving all the harmonious details of the negative. Each tube makes 8 ounces of solution.

Price per box of 6 tubes.....\$.25

Chemicals to Insure Good Results



Cyko N-A Developer (Liquid)

For the development of paper, but especially intended for use with the Glossy surface.

Put up in a four-ounce bottle sufficient for 20 ounces of solution.....\$.25
Sixteen-ounce bottle..... .75



Cyko Re-Developer (Liquid)

For producing sepia tones on developing paper. The bleaching agent is in tablet form and the re-developing agent in a four-ounce bottle.

Makes sufficient solution to re-develop about 400 4 x 5 prints (4 oz.).....\$.35



Cyko Soda Mixture

Contains the exact proportions of sodium sulphite, sodium carbonate, and potassium bromide for the development of CYKO and other papers, and will be found a great convenience by many who desire to prepare their own developer with their particular proportions of developing agent. For any formula use a quantity of the Cyko Mixture equal to the combined quantity of sulphite and carbonate called for in the formula.

Price per one-pound bottle.....\$.30

Chemicals to Insure Good Results



Cyko N-A Soda Mixture (Non-Abrasion)

Especially recommended for use with Glossy paper as it is intended primarily for the prevention of abrasion or friction marks. It is used in the same manner as recommended for the Cyko Soda Mixture and produces brilliant warm tones.

Price per one-pound bottle..... \$.35



Ansco Sodium Carbonate (Pure Photographic)

Manufactured especially for the photographic processes, its purity and uniformity is assured by the careful testing in our laboratory. It has nearly three times the strength of the ordinary crystals.

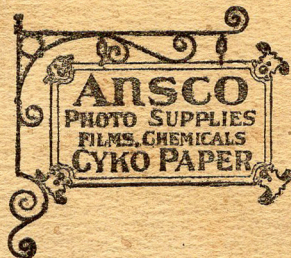
Price per one-pound bottle.....\$.20
 " " five-pound can90



Ansco Sodium Sulphite (Anhydrous)

Put up by us especially for the photographic trade, we guarantee its purity and uniformity. Double the strength of crystals.

Price per one-pound bottle.....\$.30
 " " five-pound can..... 1.25



Woodard, Clarke & Co.,
Distributors for Cyko Papers and Anscos Products.
Largest Anti-Trust Dealers on the Pacific Coast
Portland, Oregon.