

Photographic Apparatus



Manufactured by
**Rochester Camera
& Supply Co.**

Rochester, N.Y., U.S.A.

1899

THE POCO

CATALOGUE AND PRICE
LIST

Rochester Camera
&
Supply Company

H. B. CARLTON
Manager.

OFFICE AND FACTORY
(Home of the Poco)

12 AND 14 CALEDONIA AVENUE

ROCHESTER, N. Y., U. S. A.

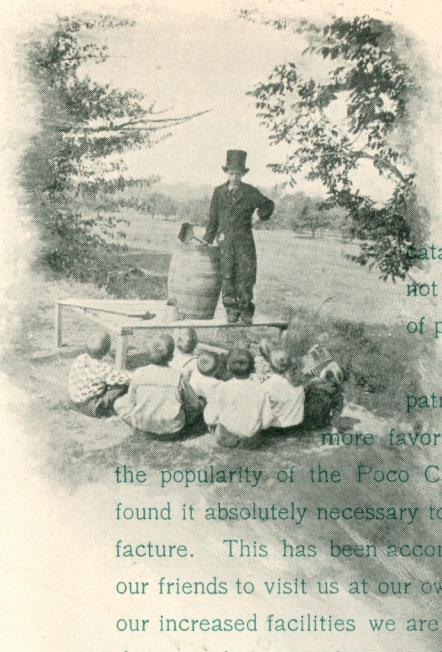
April, 1899





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GREETING

We take pleasure in presenting our eighth annual catalogue, and trust that in perusing its pages it will not only be a pleasure, but that it may prove a source of profit to the recipient.

We are also pleased to inform our friends and patrons that we start out with the year 1899 under more favorable auspices than ever before. On account of the popularity of the Poco Camera our business has so increased, that we found it absolutely necessary to secure more commodious quarters for its manufacture. This has been accomplished, and we now extend an invitation to all of our friends to visit us at our own factory, the ideal "Home of the Poco." With our increased facilities we are better enabled to cater to the wants of the public than ever before, and assure all that no pains will be spared in so doing.

We have again added new styles and new ideas to our already established line of cameras, which still keep us far in advance of all competitors. There is no necessity of extolling our cameras in our words of greeting, as they are so well-known and have been so favorably received in the past, that the Poco Camera has become a household word; suffice it to say, that the same care and strictly first-class workmanship will be exercised as in the past.

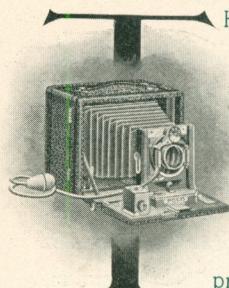
We sincerely thank our friends for their former valued patronage, and assure them and the new friends which the Poco is bound to make, that we wish you all the prosperity that the Poco only can bring.

Yours very respectfully,

ROCHESTER CAMERA & SUPPLY CO.

*H. B. CARLTON,
MANAGER.*

POCO FOLDING



THE following pages are devoted to our famous line of Poco Folding cameras. It is the most complete line of Folding or Hand cameras ever devised, and constitutes the acme of success in camera building.

They combine all the features of complete view cameras with more compactness, being entirely self-contained when closed, no metal parts showing. They present a neat and handsome appearance, besides being one of the most serviceable, and convenient instruments known in the art of photography.

They are made in the best possible manner of selected mahogany, highly polished, and covered with fine Morocco grain leather, fitted with leather handles for carrying purposes. All brass work and trimmings are highly polished and lacquered, making a beautiful contrast with the rich mahogany finish.

All swings on the Poco Folding series are at centers, which is optically correct, as they do not change the focusing scale in the least when using them, the lens and center of plate being at all times in direct focus with each other.

Each camera is focused before leaving our factory, a focusing scale being attached to fit each individual lens which accompanies it.

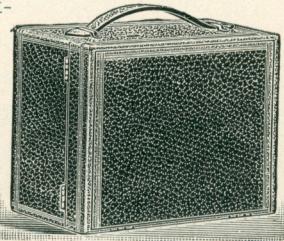
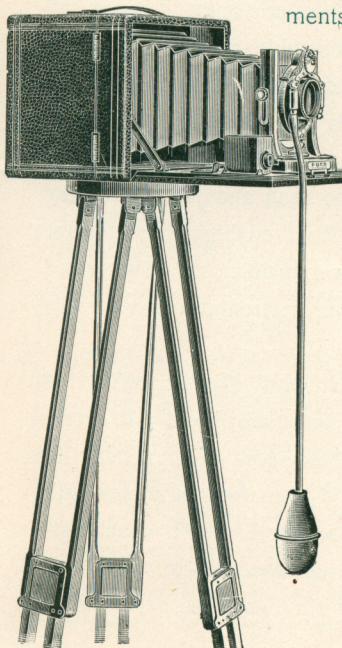
Unless otherwise ordered we fit all Poco Folding cameras with the celebrated Unicum shutter, which has met with such universal success the past two seasons. It has Iris diaphragms, pneumatic release, together with bulb and hose attachment, and is constructed for instantaneous, time, or bulb exposure. A more detailed description of this shutter will be found on page 58.

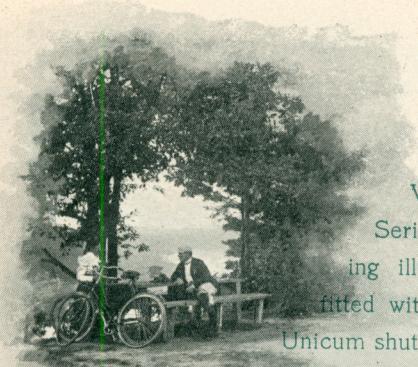


All lenses used, unless otherwise specified, are the Rochester symmetrical, which are lenses of acknowledged merit, free from distortion and perfectly rectilinear, capable of doing all classes of work with the finest results. The Poco view finder is a special feature of all our Folding cameras, it being the only combined view finder and level made. When looking at the finder it is impossible to avoid seeing the level as it works, on top of the glass on which the view appears, insuring perfect instead of distorted pictures. It can be reversed when the camera is placed for vertical pictures. Specifications of their adjust-

ments, together with sizes and prices will be found on the following pages. A careful perusal, we believe, will convince the most skeptical that they are fully up-to-date in every respect, and the most complete camera on the market.

The roll holder for 4 x 5 and 5 x 7 sizes takes the cartridge system of film.





POCO FOLDING

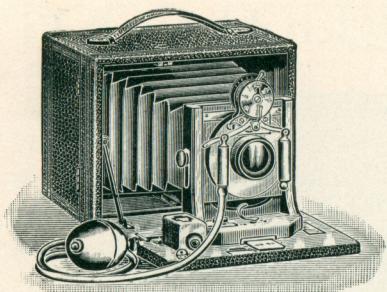
SERIES A

We take just pride in representing herewith our Series A Poco Folding Camera. The accompanying illustrations show the camera open and closed, fitted with the Bausch & Lomb Iris diaphragm and our Unicum shutter. The camera is made in the best possible manner, under our personal supervision, of the finest selected mahogany, all metal parts of brass, both being highly polished and in deep contrast with each other. The outside is covered with best selected Morocco grain leather, fitted with leather handle, and is self-contained, when closed no metal parts showing.

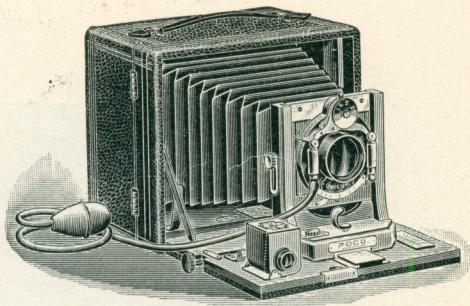
The double swing back with which it is equipped is so placed that both swings are at centers, it being held firmly in position at any angle. It has our spring actuated ground-glass screen, receding when the plate-holder is inserted, returning to its original position when withdrawn, and can be entirely removed when using the roll film-holder. Plate or roll-holders are inserted in a door at the side of the camera, leaving the box intact.

It is fitted with rising and sliding front, with fine rack and pinion focusing movement, together with combined view finder and level, enabling the operator to obtain the finest view without distortion or intricate manipulation. Two tripod plates are so placed that pictures can be taken either horizontally or vertically when using tripod.

The regular equipment consists of the Unicum shutter with Iris diaphragms, finger and pneumatic release, rubber bulb and hose. It works automatically from one second to one one-hundredth part of a second by simply turning the dial to the required speed; it also has time and bulb adjustments. We fit the camera with the Bausch & Lomb diaphragm shutter, when so ordered, which works from three seconds to one one-hundredth part of a second, automatically; also has time and bulb adjustments.



Poco with B. & L. Shutter



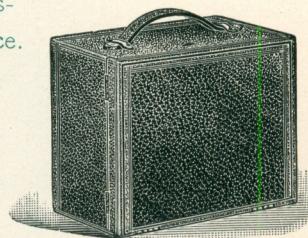
Poco with Unicum Shutter

The lens is our high grade Rochester Symmetrical, adapted for all general purposes, perfectly rectilinear and free from distortion, showing a great depth of focus and cutting the plate clear and sharp to the extreme corners. This lens is interchangeable in the shutter with our wide angle lens when desired.

The 4 x 5 size carries four plate-holders, other sizes three plate-holders. We also list our strictly American made Rochester Anastigmat lens, which has no superior in point of excellence.

MEASUREMENTS AND WEIGHTS

4 x 5	5 x 7	6 $\frac{1}{2}$ x 8 $\frac{1}{2}$	8 x 10
5 $\frac{1}{2}$ x 4 $\frac{3}{4}$ x 6 $\frac{3}{4}$	5 $\frac{1}{4}$ x 9 $\frac{1}{4}$ x 7	6 $\frac{1}{4}$ x 11 x 8 $\frac{1}{4}$	10 $\frac{1}{4}$ x 6 $\frac{3}{4}$ x 12 $\frac{3}{4}$
2 $\frac{1}{4}$ lbs.	3 $\frac{3}{4}$ lbs.	4 $\frac{1}{4}$ lbs.	5 lbs.



PRICE	4 x 5	5 x 7	6 $\frac{1}{2}$ x 8 $\frac{1}{2}$	8 x 10
Complete with Unicum Shutter, Lens and one Dry Plate Holder - - - -	\$25.00	\$32.00	\$40.00	\$50.00
Complete, B. & L. Diaphragm Shutter, Lens and one Dry Plate Holder - - - -	33.00	40.00	50.00	62.00
Complete with Unicum Shutter, Rochester Anastigmat Lens and one Dry Plate Holder - - - -	50.00	60.00	90.00	110.00
Extra for R. C. & S. Co.'s Wide Angle Lens - - - -	8.00	10.00	15.00	18.00
With Unicum Shutter, other Lens fitted - - - -	24.00	30.00	35.00	40.00
Camera, no Lens or Shutter - - - -	15.00	20.00	26.00	35.00
Double Dry Plate Holders - - - -	.75	1.00	1.25	1.50
Cartridge System Roll Holder - - - -	5.00	6.50		
Sole Leather Case with Shoulder Strap - - - -	2.50	3.00	3.50	4.00



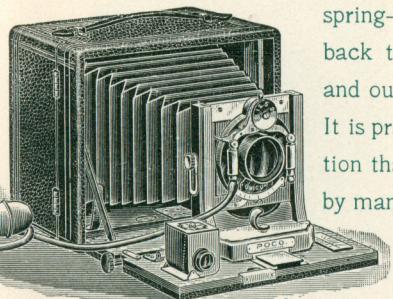
Taken with 4 x 5 Poco Series A

POCO FOLDING

SERIES B

One of the best known and most popular of the entire series, meeting all the requirements of the practical amateur. It is made of polished mahogany, trimmed with polished and lacquered brass throughout, covered with the finest Morocco grain leather, has leather handle, and is self-contained when closed, no metal parts showing. The single swing back swinging perpendicular is operated from the center, which in no way effects the focus of the camera when being used. It has rising front, rack and pinion focusing movement, spring-actuated ground-glass screen, large panel at the back to focus on the ground-glass when using tripod, and our combined Poco reversing view finder and level. It is practically a counterpart of Series A with the exception that it has but one swing. This style being desired by many in preference to the other. The Unicum shutter with Iris diaphragms, finger and pneumatic release and rubber bulb and hose are fitted as in Series A.

The lens is our high-grade Rochester Symmetrical.



PRICE	4 x 5	5 x 7
Camera complete, with Shutter, Lens and one Dry Plate Holder	\$20.00	\$25.00
Complete, with Shutter, Rochester Anastigmat Lens and one Dry Plate holder	45.00	55.00
R. C. & S. Co's Wide Angle Lens, extra	8.00	10.00
Without Lens or Shutter	14.00	18.00
Double Dry Plate holders	.75	1.00
Cartridge System Roll holder	5.00	6.50
Sole Leather Case with Shoulder Strap	2.50	3.00



It is interchangeable with our wide angle lens. The camera is made in two sizes only. The 4 x 5 size carries four plate holders or roll holder. The 5 x 7 size three plate holders or roll holder.

POCO FOLDING

SERIES C

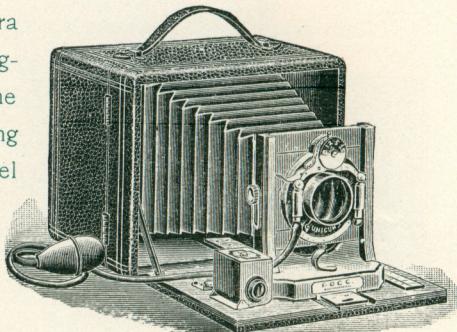


This camera is placed upon the market for the first time this season under this name. It deserves to be very popular as its quality and price commends it to the trade. It is made of polished mahogany, trimmed with polished lacquered brass throughout, covered with the finest

Morocco and grain leather, has leather handles and is self-contained when closed, no metal parts showing.

The single swing back swinging perpendicular, is operated from the center, which in no way effects the focus of the camera while being used. It has rising front, spring-actuated ground-glass screen, large panel at the back to focus on the ground-glass when using tripod, and Poco reversing view finder and level combined. It is practically a counterpart of Series B, with the exception of the rack and pinion focusing movement.

The Poco or Unicum shutter with Iris diaphragms, finger and pneumatic release and rubber bulb and hose are fitted. The lens is our Rapid Rectilinear adapted for all general work. It is interchangeable with our wide angle lens when so desired. This camera



PRICE	4 x 5	5 x 7
Camera complete, with Shutter, Lens and one Dry Plate Holder	\$14.00	\$18.00
Rack and Pinion, extra	3.00	3.00
R. C. & S. Co's Wide Angle Lens, extra	8.00	10.00
Without Lens or Shutter	10.00	14.00
Double Dry Plate Holders	.75	1.00
Cartridge System Roll Holder	5.00	6.50
Sole Leather Case with Shoulder Strap	2.50	3.00

is made in two sizes only. The 4 x 5 size carries four plate holders or roll holder. The 5 x 7 size three plate holders or roll holder.

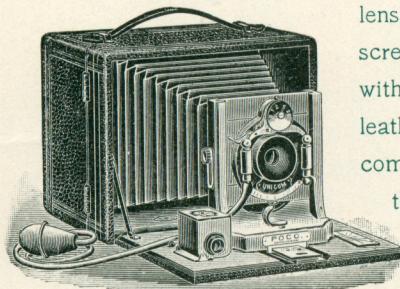
POCO FOLDING

SERIES D

This camera is designed and made in the same thorough and complete manner as the other series. It was constructed more especially to meet the requirements of those desiring a compact folding camera at a moderate price. It is made of mahogany, finely polished, with all metal parts of brass, polished and lacquered, showing the same beautiful contrast as the more expensive instruments. The outside is covered with selected Morocco grain leather, with leather handle.

The swing back is at center, which is optically correct. The proper focus being retained at all angles, as the center of plate is always in direct line with the lens. It has our spring-actuated ground-glass screen, allowing plate holders to be inserted and withdrawn freely. It has rising front, cone-shaped leather bellows, and our patented view finder and level combined, the level working in plain view, enabling the operator to obtain correct position of his subject. It can be placed on the tripod either vertically or horizontally, as it is fitted

with two tripod plates for this purpose. The regular Unicum, or Poco shutter with Iris diaphragms, hand and pneumatic release, with bulb and hose attachment is fitted. The lens is our high grade Rochester Single Achromatic, giving good definition and the best lens of this character known.



PRICE	4 x 5	5 x 7
Camera, complete with Shutter, Single Achromatic Lens, and one Dry Plate holder	\$12.00	\$16.00
Double Dry Plate Holders	.75	1.00
Cartridge System Roll Holder	5.00	6.50
Sole Leather Case with Shoulder Strap	2.50	3.00

POCO FOLDING

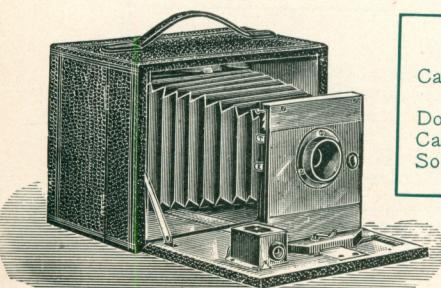
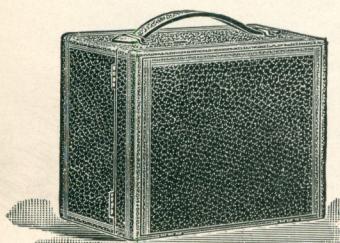
SERIES E

A model of the workmen's art, the same care being exercised in its manufacture as in the more complicated and expensive instruments.

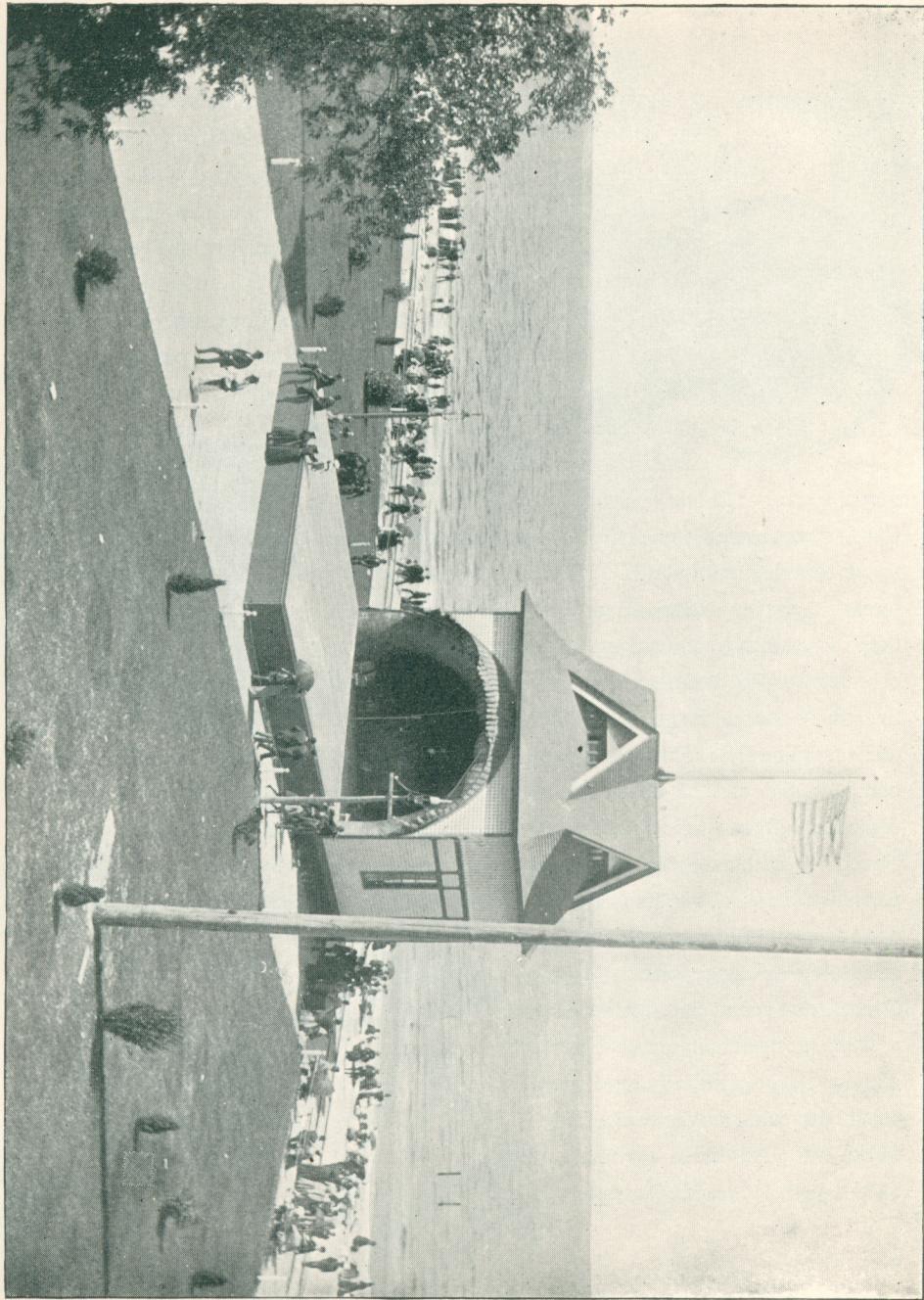
The construction excepting the front, is practically the same as in Series C and D. The wood parts being polished mahogany, all brass work being highly polished and lacquered. The camera is covered with selected Morocco grain leather, with leather handle, spring-actuated ground-glass screen, allowing the plates to be inserted, the ground-glass receding for this purpose and returning to position when plates are withdrawn. Our combined reversible view finder and level is fitted as in the more expensive instruments, insuring a perfect picture. The level is always in sight as it works on top of the finder.

The shutter and camera front are combined leaving no loose or detachable parts. It is very simple in manipulation, being fitted with a small milled-head screw on the front for setting the shutter the leaves remaining entirely over the lens while setting. Either time or instantaneous exposures can

be made, small levers being placed for this purpose marked T and I. Instantaneous exposures are made by pressing lever I ; time exposures by pressing lever T, which opens the shutter ; then lever I which closes it after the view has been taken. It is also fitted with speed regulator. The lens is our regular high grade single Achromatic which works perfectly.

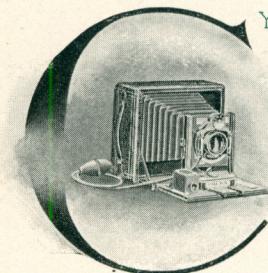


PRICE	4 x 5	5 x 7
Camera complete, with one Dry Plate Holder	\$8.00	\$12.00
Double Dry Plate Holders	.75	1.00
Cartridge System Roll Holder	5.00	6.50
Sole Leather Case with Shoulder Strap	2.50	3.00



Taken with 5x7 Poco Series A

CYCLE POCO



CYCLE cameras were first introduced in the year 1895 by us exclusively, and were especially designed for wheelmen.

Since their advent, tourists, huntsmen, canoeists, and the public in general have seen the practicability and advantages over other styles, having become the

most popular camera that we manufacture. Other manufacturers seeing its worth have copied the style as closely as possible, trying to avoid our patents. This alone, should commend it to the trade in general. For wheelmen there is nothing so pleasing as photography in connection with their tours, as it calls to mind the many beautiful scenes through which they have passed. The Cycle Poco is the wheelman's companion, being made very light and compact and can be easily carried on the wheel without inconvenience. It is equipped with two tripod plates fitting our bicycle clamp, which can be placed on the handle bar of the wheel, the wheel serving as a tripod, as per illustration. Tourists will find it very convenient in their travels on account of its compactness, stability and picture taking qualities. All of the Cycle Poco series are made in the best possible manner, all wood parts being made of selected mahogany, elegantly polished and finished by competent workmen. All brass parts are highly polished and lacquered.



making a beautiful contrast to each other. They are covered with fine seal grain Morocco leather, with leather handle, and red Russia leather bellows.

The back of the camera proper is spring-actuated, receding to allow the plate holder to be inserted, returning to its proper position when holder is withdrawn. The ground glass screen for focusing is also contained in the camera back and acts with it. A panel is fitted which can be opened when focusing. The back is detachable when desired for the use of roll holder. They have rising and sliding fronts, double swing backs, and can be used either horizontally or vertically by hand or on the tripod.

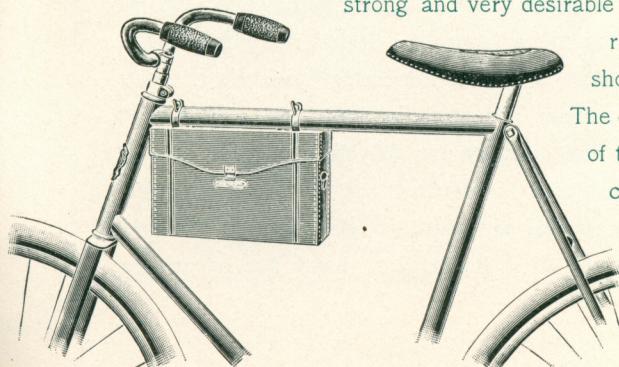
The view finder is our reversible view finder and level combined, which is the only perfect one ever invented for camera use; it not only working as a perfect finder, but also as a level, insuring the proper position of the camera, either with the tripod or when using by hand. As the leveling device is in plain view at all times, it is practically impossible to make a distorted picture.

The Unicum shutter, with Iris diaphragms, hand and pneumatic release, with rubber bulb and hose, together with our high-grade Rochester Symmetrical lens, makes it nearly a perfect instrument.

A sole leather carrying case is furnished with each camera, the camera occupying one end and the plate holders or roll holder the other. It is made of the best leather obtainable, of handsome olive brown color and is supplied with a strong and very desirable catch, together with handle and

rings at the ends for use with the shoulder strap, for carrying purposes.

The case can be attached to the frame of the bicycle with our cycle camera carrier, without injury to the camera, case or wheel. No jar or movement being discernible.



CYCLE POCO

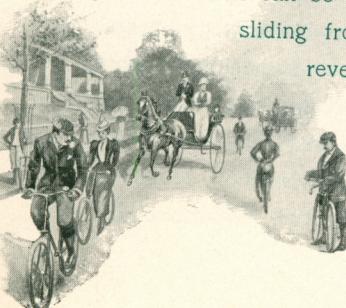
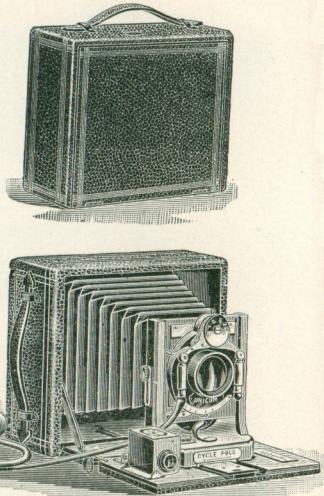
No. 1

The Cycle Poco No. 1 is designed to meet all requirements of the wheelman, tourist, and others wishing a thoroughly up-to-date camera. It has all the adjustments that the less compact cameras have and is manipulated in the same manner. All wood parts are made of the best seasoned mahogany, highly polished, trimmed with polished and lacquered brass, showing the same beautiful contrast as the folding series.

The covering is selected Morocco grain cow-hide leather, adapted for its wearing qualities, with leather handle, and is entirely self-contained when closed no metal parts being visible.

The double swing back is fitted to this camera, adjusted at any angle by push buttons, remaining perfectly stationary when placed. Both swings are at centers. The back and ground-glass are spring-actuated, receding when the plate holder is inserted, returning to its original position when withdrawn, the camera back and ground-glass screen working in conjunction with each other. A panel is so placed on the back that it can be opened when focusing on the ground-glass when using a tripod. When the use of a roll holder is desired instead of plate holders, the entire back can be removed for the adjustment. It has rising and double sliding front, fine rack and pinion focusing movement, Poco reversing view finder and level combined, and can be used either in the hand, on the bicycle or tripod. It has two plates fixed for vertical and horizontal pictures.

The regular equipment consists of the Unicum shutter with Iris diaphragms, hand and pneumatic



release with bulb and hose attachment, adjusted for time, bulb and instantaneous exposures, working automatically from one second to one one-hundredth part of a second. We also fit this camera with the Bausch & Lomb diaphragm shutter, when so ordered, a full description of which will be found on page 59.

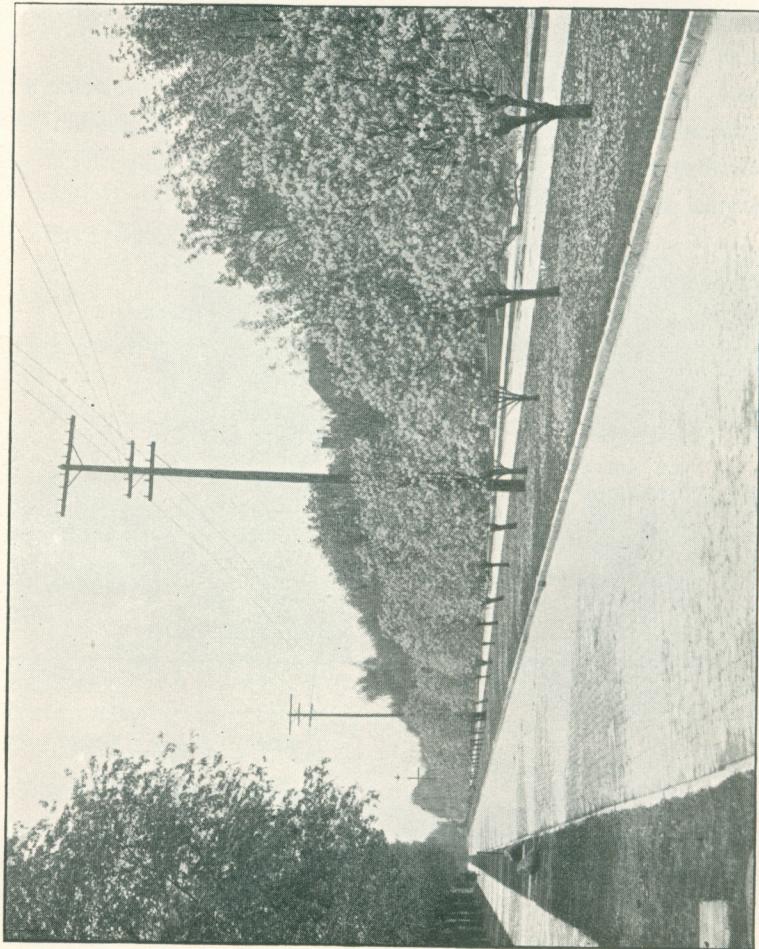
The regular lens is our celebrated Rochester Symmetrical, which is perfectly rectilinear and free from distortion. The Rochester Anastigmat lens of superior quality and strictly American make, with the Unicum shutter will be supplied when so ordered.

A sole leather carrying case of improved design is furnished with each camera, the camera occupying one end, and the plate holders or roll holder the other. The 4 x 5 size case will carry five plate holders, or roll holder and one plate holder. Other sizes, four plate holders or roll holder.

The cartridge system roll holder is supplied in the 4 x 5 and 5 x 7 sizes.



PRICE	4 x 5	5 x 7	6 $\frac{1}{2}$ x 8 $\frac{1}{2}$	8 x 10
Complete with Unicum Shutter and one Dry Plate Holder	\$25.00	\$32.00	\$40.00	\$50.00
Complete, with Diaphragm, Shutter, and one Dry Plate Holder	33.00	40.00	50.00	62.00
Complete, with Unicum Shutter, Rochester Anastigmat Lens and one Dry Plate Holder	50.00	60.00	90.00	110.00
Wide Angle Lens, extra	8.00	10.00	15.00	18.00
With Unicum Shutter, other Lenses fitted	24.00	30.00	35.00	40.00
Without Lens or Shutter	16.00	20.00	26.00	35.00
Double Dry Plate Holders	.75	1.00	1.25	1.50
Cartridge System Roll Holder	5.00	6.50
Bicycle Clamp	.75	.75	.75	.75
Poco Carrier for attaching Camera to Bicycle Shoulder Strap, 25 cents extra.	1.00	1.00	1.00	1.00



Taken with 4 x 5 Cycle Poco No. 1

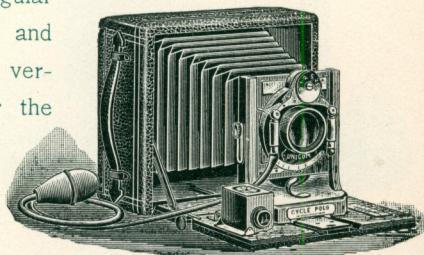
CYCLE POCO

No. 2

Cycle Poco No. 2 is one of the most popular cameras of our entire output, having all the features of a first-class instrument that are absolutely essential.

It is made in the best possible manner, very strong and rigid, light in weight, compact, serviceable, and neat in appearance, of polished mahogany, trimmed with polished and lacquered brass, covered with best selected Morocco grain leather, with leather handle. It has our regular spring actuated, ground-glass screen, rising front, and two tripod plates so that views can be taken either vertically or horizontally while using a tripod, or the bicycle as such when so desired. It has rack and pinion focusing attachment.

The Poco reversing view finder and level is placed on the camera bed in a convenient position, both the level and view at all times being in plain sight. It is supplied with the Unicum shutter, with Iris diaphragms, hand and pneumatic release



with bulb and hose attachment. The shutter is fitted with our high-grade Rochester Symmetrical lens. A sole leather carrying case accompanies the camera with capacity for the camera and five plate holders in 4 x 5 size, for 5 x 7 size four holders.

PRICE	4 x 5	5 x 7
Camera complete, with Shutter, Lens, one Dry Plate Holder and Carrying Case - - - - -	\$20.00	\$25.00
Complete, with Unicum Shutter, Rochester Anastigmat Lens, and one Dry Plate Holder - - -	45.00	55.00
Wide Angle Lens, extra - - -	8.00	10.00
Double Dry Plate Holders - - -	.75	1.00
Cartridge System Roll Holder - -	5.00	6.50
Bicycle Clamp - - - - -	.75	.75
Poco Carrier, for attaching Camera to Bicycle - - - - -	1.00	1.00
Shoulder Strap - - - - -	.25	.25

CYCLE POCO

No. 3

Cycle Poco No. 3 is designed to meet the demand for a first-class instrument of the Cycle series, at a popular price. It has all the essential features of the other cameras of this variety, and is made in the best possible manner, very strong and rigid, light in weight, compact, serviceable, and neat in appearance, of polished mahogany, trimmed with polished and lacquered brass, covered with best selected Morocco grain leather, with leather handle. It has spring actuated, ground-glass screen, rising front, and two tripod plates so that views can be taken either vertically or horizontally while using a tripod, or the bicycle as such when desired. The rack and pinion focusing attachment can be adjusted to the camera when ordered.

It has combined Poco view finder and level, which is very essential in obtaining good pictures.

PRICE	4 x 5	5 x 7
Camera complete, with Shutter, Lens, one Dry Plate Holder and Carrying Case - - -	\$14.00	\$18.00
Rack and Pinion, extra - - -	3.00	3.00
Wide Angle Lens, extra - - -	8.00	10.00
Double Dry Plate Holders - - -	.75	1.00
Cartridge System Roll Holders - -	5.00	6.50
Bicycle Clamp - - -	.75	.75
Poco Carrier, for attaching Camera to Bicycle - - -	1.00	1.00
Shoulder Strap - - -	.25	.25

It is supplied with the Poco or Unicum shutter, with Iris diaphragms hand and pneumatic release with bulb and hose attachment. The shutter being fitted with our Rapid Rectilinear lens. A sole leather carrying case accompanies the

camera with capacity for the camera and five plate holders in 4 x 5 size, for 5 x 7 size four holders.

CYCLE POCO

No. 4

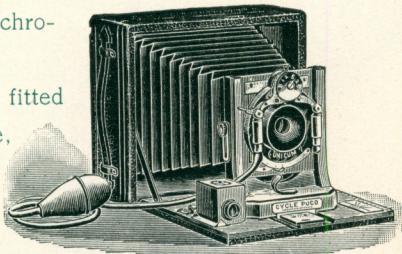
There is always a call and demand for a first class, high-grade camera fitted with a single Achromatic lens instead of the more expensive Symmetrical or R. R. lens. We have such a camera in the Cycle Poco No. 4.

This camera is identical with the Cycle Poco No. 3, with the exception of the shutter, which is constructed for the Single Achromatic lens, and the lens itself.

The shutter is the regular Poco or Unicum, fitted with Iris diaphragms, hand and pneumatic release, bulb and hose attachment, easy of manipulation and perfect in every detail. As noted above, the lens is our high grade Single Achromatic, giving the best results for definition and depth of focus of any single lens made.

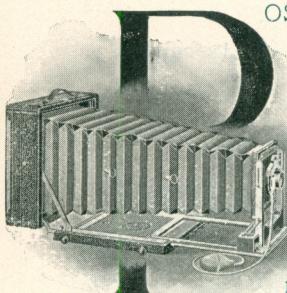
The camera is made of mahogany with polished brass trimmings, has rising and sliding front, spring actuated, ground-glass screen and back, two tripod plates, and selected red Russia leather bellows. The outside of camera being covered with fine Morocco grain leather, with leather handle.

Our Poco reversing view finder and level combined, is also one of the equipments. As the level is always in plain view, acting with the finder, it is a great aid in obtaining perfect pictures.



PRICE	4 x 5	5 x 7
Camera complete, with Shutter, Lens, one Dry Plate Holder and Sole Leather Case -	\$12.00	\$16.00
Double Dry Plate Holders, each -	.75	1.00
Cartridge System Roll Holder -	5.00	6.50
Bicycle Clamp -	.75	.75
Poco Carrier for Attaching Case to Bicycle - - - - -	1.00	1.00
Shoulder Strap - - - - -	.25	.25

KING POCO

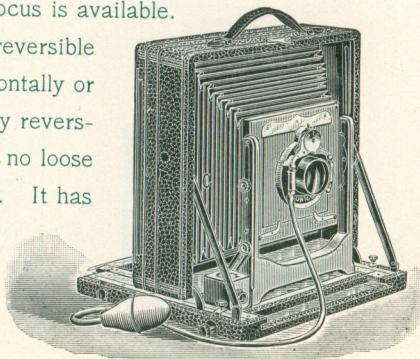


OSITIVELY the King of all hand cameras. No other camera on the market has the facilities or the class of workmanship as embodied in the King Poco.

It fills the demand of the present up-to-date ideas in photography. It combines every adjustment that can be applied to a camera. It is small and compact considering its capacity and many advantages, strength and rigidity

not being sacrificed. All wood parts are made of highly polished mahogany and all brass parts polished and lacquered. The outside is covered with best selected black cowhide leather with Morocco grain, making it very handsome and serviceable. It has swinging motion both to the back and front. The back may be swung in either a horizontal or vertical direction, the front in a vertical plane. The advantage being, when the camera is used for photographing objects either above or below its level, that it may be tilted and the front and back swung parallel to each other and exactly vertical giving the advantage of a great rise and fall without distortion. The back of the camera is arranged to slide up close to the front for use with Wide Angle lenses, therefore, there is no projecting bed to cut off the angle of view when a very wide angle lens is used. A lens of two inch focus can be used without the bed obstructing the view, still the extreme range of focus is available.

The camera box is square, the back being reversible so that when the view is wanted either horizontally or vertically, the change can be effected by simply reversing the back instead of the entire camera. It has no loose parts and is very easy and simple of manipulation. It has two fine rack and pinion focusing movements, rising and falling front, spring actuated ground-glass screen, Poco view finder and level, leather



handle and two tripod plates for balancing it on the tripod for any adjustment. The Unicum shutter with Iris diaphragms, hand and pneumatic release bulb and hose attachment is the regular shutter supplied. It is fitted with our high grade Rochester Symmetrical lens. The front lens may be removed and the rear combination used alone when taking views of objects at a distance, which nearly doubles the size of the image, thereby requiring the long draw. It is furnished with sole leather carrying case, holding camera in

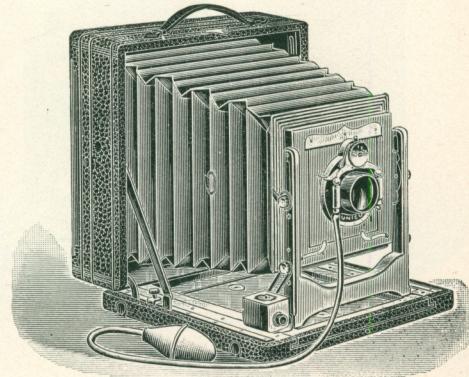
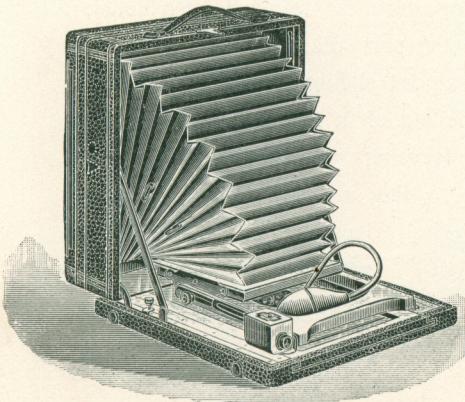
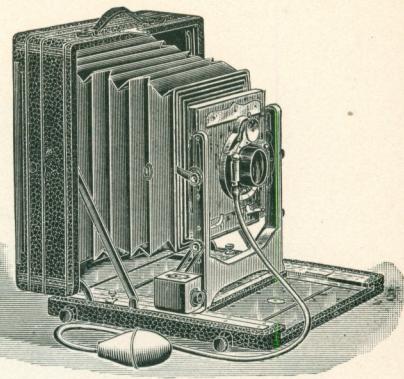
one end and plate
holders in the other.

	4 x 5	5 x 7	6 $\frac{1}{2}$ x 8 $\frac{1}{2}$	8 x 10
Size, closed	6 x 6 x 3 $\frac{3}{8}$	8 $\frac{3}{8}$ x 8 $\frac{3}{8}$ x 3 $\frac{1}{2}$	10 x 10 x 3 $\frac{3}{4}$	11 $\frac{5}{8}$ x 11 $\frac{5}{8}$ x 4
Focal Length	14 in.	17 $\frac{1}{2}$ in.	21 $\frac{1}{2}$ in.	25 $\frac{1}{2}$ in.
Weight	2 $\frac{1}{4}$ lbs.	3 $\frac{1}{4}$ lbs.	4 $\frac{1}{2}$ lbs.	6 $\frac{1}{2}$ lbs.

MEASUREMENTS AND WEIGHTS.

PRICE	4 x 5	5 x 7	6 $\frac{1}{2}$ x 8 $\frac{1}{2}$	8 x 10
Complete with Unicum shutter, Lens, and one Dry Plate Holder - - - - -	\$ 40.00	\$ 50.00	\$ 65.00	\$ 75.00
Complete, with Unicum shutter and Rochester Anastigmat Lens - - - - -	65.00	80.00	110.00	130.00
Complete, with B. & L. shutter and Zeiss convertible, series VIIa Lens - - - - -	No. 5 Lens 105.00*	No. 8 Lens 125.00	No. 11 Lens 160.00	No. 17 Lens 250.00
Complete, with B. & L. shutter, and Goerz Double Anastigmat, series III, Lens - - - - -	85.00*	110.00	130.00	165.00
Without Lens or Shutter - - - - -	35.00	40.00	50.00	55.00
Double Dry Plate Holder - - - - -	.75	1.00	1.25	1.50

*4 x 5 sizes furnished with Unicum Shutter only.



TELE- PHOTO POCO

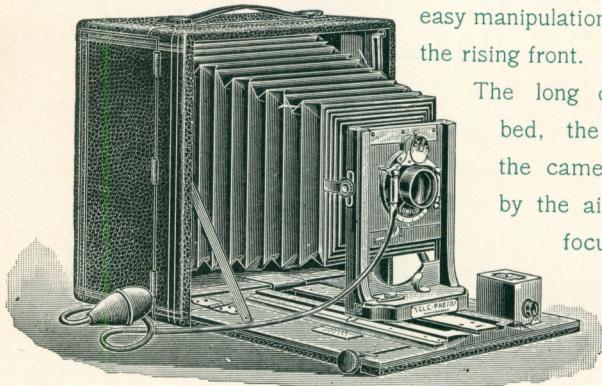
This camera, made exclusively by us, was designed and made to meet the demand for a complete instrument in every respect. The size is a trifle larger than our regular Poco Folding cameras, which is required in order to obtain the great length of draw and the reversible back with which it is fitted. It can be used as the regular folding series without the extension bed, or with the extension at its limit, when desired. Its mechanical and optical construction is perfect, meeting all requirements of any known camera.



All parts constructed of wood are of the finest selected, seasoned mahogany, very highly polished. All metal parts and fittings of polished and lacquered brass. The body is covered with selected Morocco grain leather, with leather handle.

The reversing back is a special feature, enabling the operator to photograph objects either horizontally or vertically, without changing the camera or disturbing the focus. It is also fitted with spring-actuated ground-glass screen. It has double swing back, both swinging at centers, arranged for convenience and easy manipulation. The adjustments also include the rising front.

The long draw is obtained by a double bed, the part attached to the front of the camera sliding on the original bed by the aid of a fine rack and pinion focusing movement, permitting the use of very long focus lenses. It is also fitted with our combined view finder and level. The



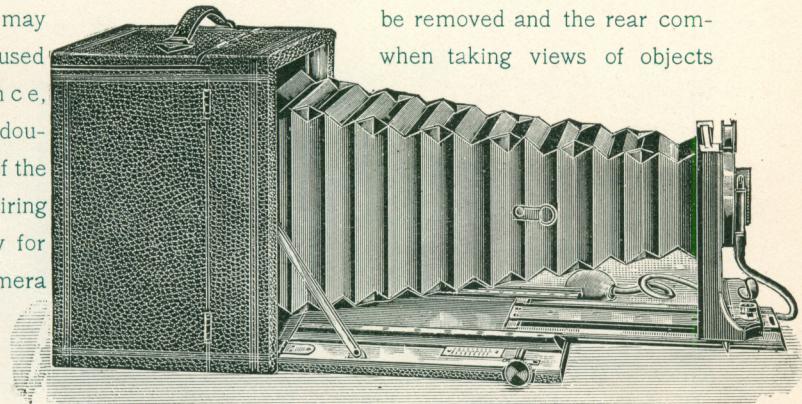
Unicum shutter with Iris diaphragms, hand and pneumatic release, bulb and hose attachment, is the regular shutter supplied, although the Bausch & Lomb diaphragm shutter is substituted when so ordered.

The shutter is fitted with our high-grade Rochester Symmetrical lens.

The front lens may
combination alone used
at a distance,
which nearly dou-
bles the size of the
image, requiring
the long draw for
which this camera
was designed.

The camera
may be used

be removed and the rear com-
when taking views of objects



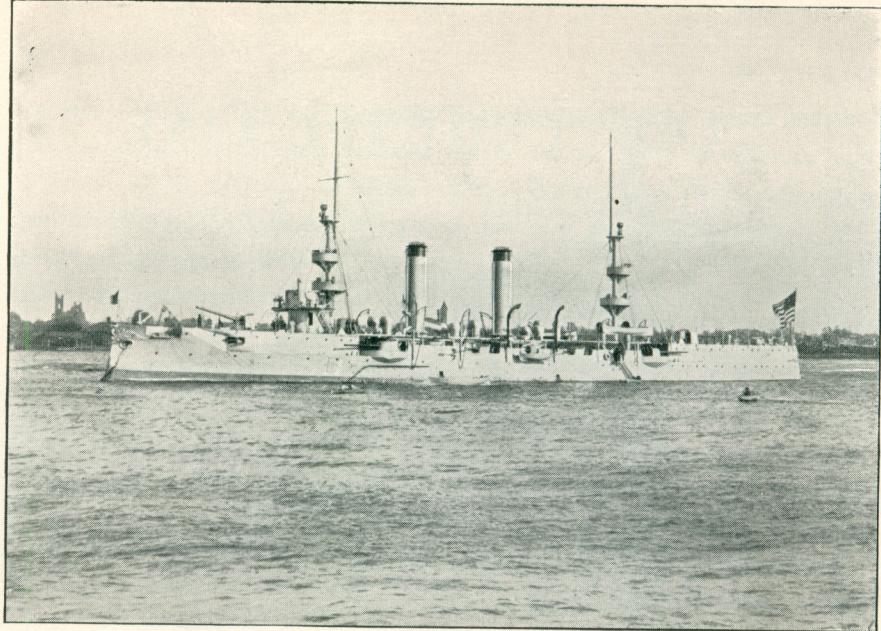
for copying, or for any other purpose requiring an extra long bellows and long draw.

MEASUREMENTS AND WEIGHTS.

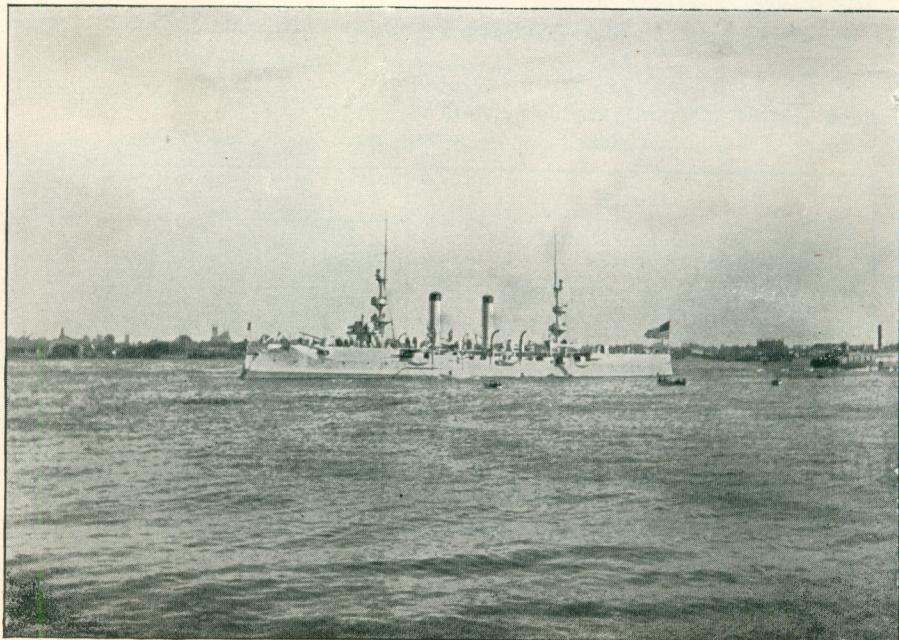
	4 x 5	5 x 7	6½ x 8½	8 x 10
Size	5½ x 7 x 7½	5¾ x 9¾ x 9½	7 x 11 x 11¾	7 x 12¾ x 13½
Focal Length	13½ in.	18 in.	21 in.	24 in.
Weight	3 lbs.	4 lbs.	5½ lbs.	7 lbs.

PRICE	4 x 5	5 x 7	6½ x 8½	8 x 10
Complete, with Unicum Shutter, Lens, and one Double Plate Holder - - -	\$30.00	\$ 35.00	\$ 45.00	\$ 55.00
Complete, with B & L. Diaphragm Shutter, Lens, and one Double Plate Holder - - -	38.00	48.00	58.00	70.00
Complete, with B. & L. Shutter and Zeiss Villa Lens - - -	105.00*	115.00	150.00	235.00
With B. & L. Shutter, Goerz Series III Anastigmat Lens : - - : -	70.00*	100.00	120.00	150.00
Without Lens or Shutter - - - -	20.00	28.00	35.00	40.00
Double Dry Plate Holders - - -	.75	1.00	1.25	1.50
Cartridge System Roll holder - - -	5.00	6.50
Sole Leather Case with Shoulder Strap - -	3.00	3.50	4.50	5.50

*4 x 5 size furnished with Unicum Shutter only.



Taken with the Tele-Photo Poco. The lower Picture taken with the regular double combination of Lens, the upper one with the front Lens removed, using the long draw without changing position of Camera



TELE-PHOTO CYCLE POCO

This camera is made on the same general plan as the Tele-Photo Poco with the Cycle Poco features. It is a trifle larger than the Cycle Poco, owing to the reversible back and extra long draw.

The 5x7 measures $8\frac{3}{4} \times 8\frac{3}{4} \times 3$ inches. The draw obtained is 16 inches, which is very advantageous in taking distant views; also allowing the use of long focus lenses, or the rear combination alone

of the regular lens. The reversible back is one of the essential features, as views may be taken either in a horizontal or vertical position without altering the position of the camera. It is also equipped with the swing back which is operated by three push buttons, by pressing the two buttons on the side of the camera box, the back of the

camera proper will extend one-half inch, which leaves room for the swings to operate. Another button at top of camera regulates the swings, which are at centers. The construction and material used is identical with our other makes of high grade instruments. It has rising front, fine rack and pinion focusing movement, our combined view finder and level, Unicum shutter fitted with our high grade Rochester Symmetrical lens, and sole leather carrying case.

PRICE	4 x 5	5 x 7	6 $\frac{1}{2}$ x 8 $\frac{1}{2}$	8 x 10
Complete, with Shutter, Lens and one Double Dry Plate Holder - - -	\$30.00	\$35.00	\$45.00	\$55.00
Complete, with B. & L. Shutter, and Zeiss Series Vilia Anastigmat Lens - - -	*105.00	115.00	150.00	235.00
Complete, with B. & L. Shutter, and Goerz series III Anastigmat Lens - - -	*70.00	100.00	120.00	150.00
Without Lens or Shutter - - -	20.00	28.00	35.00	40.00
Double Dry Plate Holders - - -	.75	1.00	1.25	1.50
Cartridge System Roll Holder -	5.00	6.50

*4 x 5 size fitted with Unicum Shutter only.

STEREO POCO

Within the past few years amateurs, as well as professionals, have entered more generally into stereoscopic photography, which is a very fascinating branch of the art.

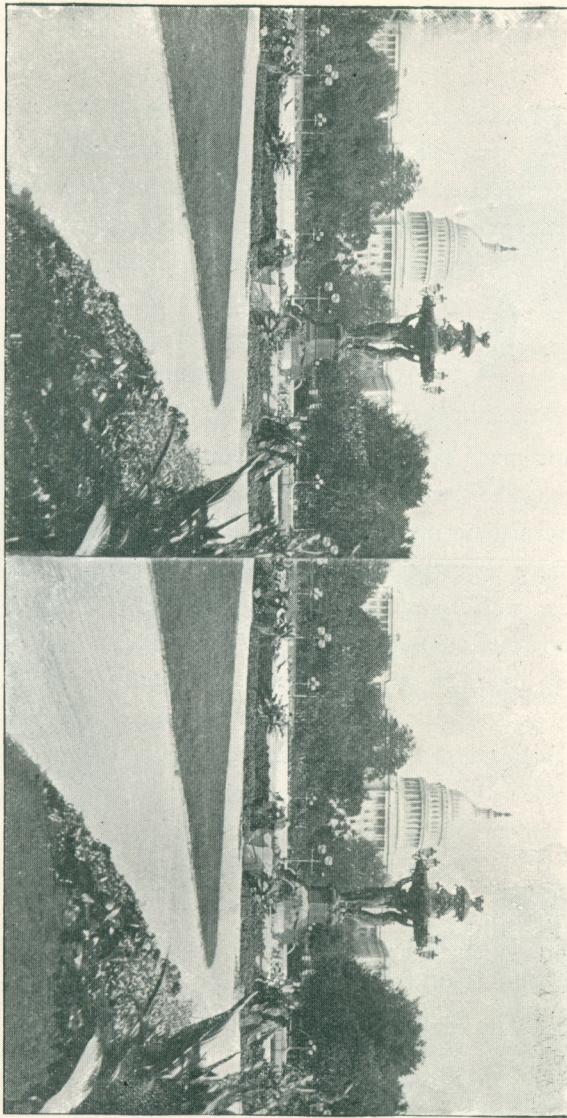
The camera was especially designed to meet their wants and is practically the same as our regular Folding Series A, with the addition of a wide

front, size being the same. It is covered with Morocco grain leather and has leather handle. All wood parts are solid mahogany; metal parts of lacquered brass, all highly polished. Double swing back, both swings at centers, spring actuated ground-glass screen, receding for the insertion of holder and returning to its proper place when holder is withdrawn. It has the rising and sliding front rack and pinion focusing

movement, two tripod plates, and our reversible view finder and level combined. The shutter is the Bausch & Lomb Stereo, which is the best made for this class of work, it working automatically from three seconds to one-hundredth part of a second, having rotary diaphragms, hand and pneumatic release, and time lever. The lenses are a matched pair of Rochester Symmetrical, perfectly rectilinear and free from distortion.

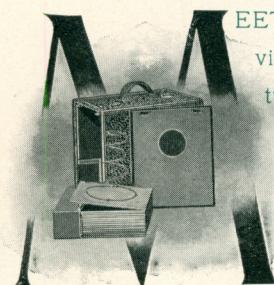
PRICE	5 x 7
Stereo Camera, complete with Lenses, Shutter and one Dry Plate Holder	\$55.00
Pair Wide Angle Lenses, extra	16.00
Double Dry Plate Holders	1.00
Sole Leather Carrying Case and Shoulder Strap,	3.00
5 x 7 Lens and Unicum Shutter, extra	15.00

Wide angle lenses can be adjusted, and are interchangeable. If 5 x 7 pictures are desired, a 5 x 7 lens and shutter with an extra lens-board can be supplied to fit.



Taken with Stereo Photo

THE MAGAZINE POCO



REETING a constantly growing demand for a good and serviceable Magazine camera, we have decided to manufacture a first class up-to-date practical instrument of this description, possessing all the advantages of a camera selling for several times its price. It is neat and compact, taking twelve pictures at one loading. No extra plate holders are required as it is complete in itself.

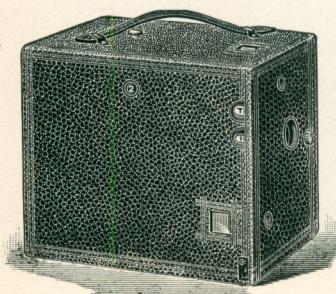
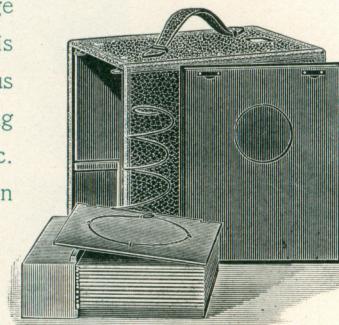
It is so simple in construction that it is practically impossible to get out of order or to make an error in its manipulation.

The camera is made in the best possible manner, covered with Morocco grain leather, with leather handle, and fitted with two large square view finders and two tripod plates. The shutter is our Rochester Safety, arranged for time and instantaneous exposures together with speed regulator and revolving diaphragm. The lens is our own fixed focus Achromatic. It is so constructed that when twelve exposures have been made, or as many as desired, it is only necessary to open the back of the camera and draw out the plates that have been exposed, replacing the back and continue as before. It is so arranged that any number of plates from one to

twelve will work equally as well as though fully loaded. An indicator in plain view at the side of camera shows the number of plates exposed as it records each as changed. Twelve holders or carriers are included in the price of the camera. It is made in 4 x 5 size only.

PRICE.

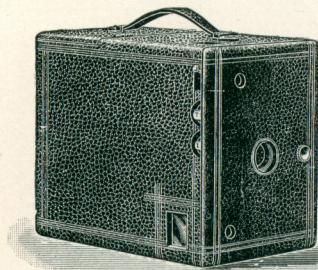
Complete - - - - -	\$ 8.00
Extra Carriers, - - - - -	.25



THE GEM POCO

Is a 4 x 5 camera constructed with a universal or fixed focus lens that will take a picture clear and sharp at the outer edge as well as at the center. This was deemed an impossibility until last season when we demonstrated that it could be done. As yet no others have succeeded in obtaining this much desired result.

The same care is used in its manufacture, and general stylish appearance retained as in our higher priced goods.



It is covered with fine Morocco grain leather, has leather handle, two tripod plates, and two large brilliant oblong view finders, made in proportion to the plate, which insures the correct position of the views.

It is equipped with our newly discovered fixed focus Gem lens, constructed on an entirely new principle, giving a great depth of focus, cutting the plates clear and sharp to their full size, together with rotary diaphragm with three apertures, Rochester Safety shutter arranged for time or instantaneous exposures and speed regulator.

As all working parts are made flush with the camera box, there is no possibility of their becoming broken or getting out of order.

It will accommodate three double dry plate holders. The size is 8 x 5 $\frac{1}{4}$ x 6 $\frac{3}{4}$ inches, weighing 1 $\frac{1}{2}$ pounds.

PRICE	4 x 5
Camera, complete with one Dry Plate Holder	\$ 5.00
Double Dry Plate Holders	.75
Cartridge System Roll Holder	5.00
Gem Leather Carrying Case with Shoulder Strap	1.40



CYCLE POCO COPYING

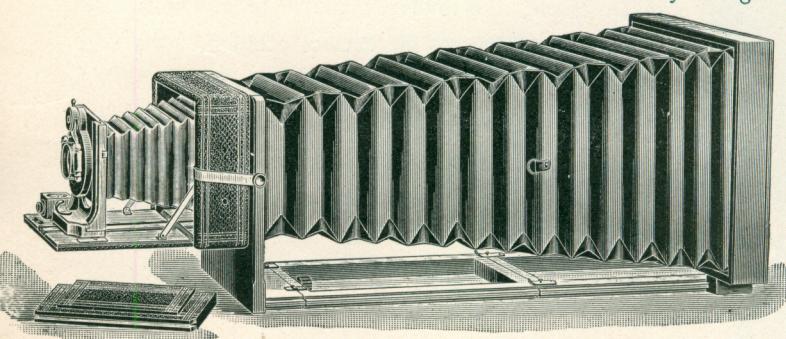
This camera is especially designed for use with any of the series of Cycle Pocos. It is used for copying pictures, or can be used as a long focus camera in combination with the Cycle Poco. After the Cycle Poco is attached, the front lens may be removed, using the back combination only, which will nearly double the size of the picture.

The Cycle Poco is easily adjusted to the Copying Camera by simply removing the back and using the attachment supplied with the Copying Camera for that purpose. The illustration herewith shows the Cycle Poco adjusted to the camera and ready for an exposure.

This camera can be used as a view camera by fitting a lens board into the

front, either with a shutter and lens or with lens alone, of any size to and including 8 x 10.

The camera is made in the best possible manner of sea-



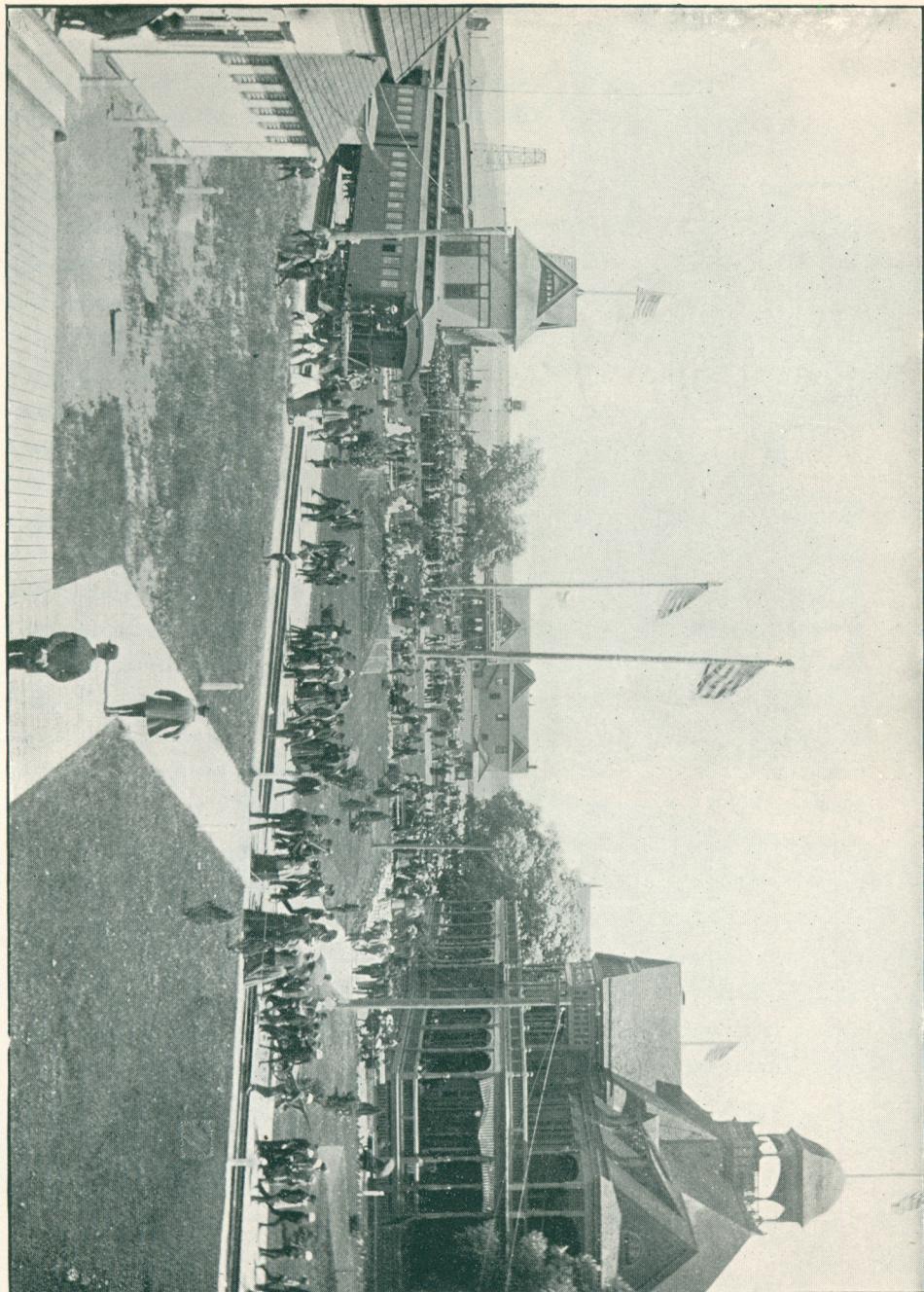
soned cherry, highly finished, all brass work polished and lacquered. The bellows is made of bellows material made especially for this and our view cameras.

PRICE.	6 $\frac{1}{2}$ x 8 $\frac{1}{2}$	8 x 10
Complete, with one Dry Plate Holder Adapters	\$12.00	\$14.00
Double Dry Plate Holders	.50	
Lens Boards	1.25	1.50
	.50	.50

It has spring actuated ground-glass screen, receding and returning when inserting and withdrawing holders. The bed folds

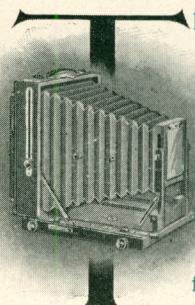
up against the camera for compactness when not in use.

Only two sizes of back are made, the 6 $\frac{1}{2}$ x 8 $\frac{1}{2}$ and 8 x 10. The front of the 8 x 10 will hold 5 x 7 Cycle Poco, and with an adapter a 4 x 5 can be used. The front of the 6 $\frac{1}{2}$ x 8 $\frac{1}{2}$ will hold a 4 x 5 Cycle Poco only.



Taken with 5x7 Cycle Photo No. 1

KING CAMERA



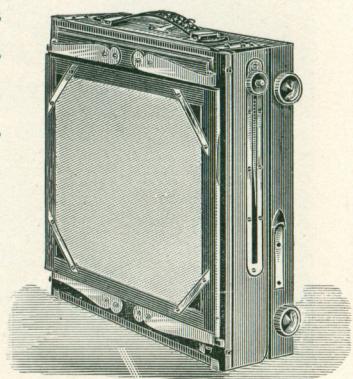
THE best camera known to the photographic art. The principal points aimed at in designing this camera were to produce an instrument that would combine every modern improvement of practical utility; compact and portable as possible, consistent with strength and rigidity; that should be simple in its parts, so as to avoid difficulties in use and liability to easily get out of order. It has rising and falling front, with very great range in either direction. It has swinging motion both to the back and front. The back may be swung in either a horizontal or vertical direction; the front in a vertical plane, the advantage being when the camera is used for photographing objects either above or below its level, the camera may be tilted and the front and back be swung parallel to each other and exactly vertical, giving the advantage of a great rise or fall without distortion.

The back of the camera is arranged to slide up close to the front for use with wide angle lenses, there is, therefore, no projecting baseboard or bed to cut off the angle of view when a very wide angle lens is used. A lens of two inch focus can be used without the bed obstructing the view, yet the extreme range of focus is available, the 5×8 having a range of 20 inches; other sizes in like proportion.

Compactness is obtained by removing as far as possible all projections; when closed, no working parts except the focusing screws project on the outside.

The thickness of the camera, when closed, is regulated by the combined substance of baseboard, bellows, front and focusing glass pressed closely together, that of the $6\frac{1}{2} \times 8\frac{1}{2}$ being but $2\frac{3}{4}$ inches.

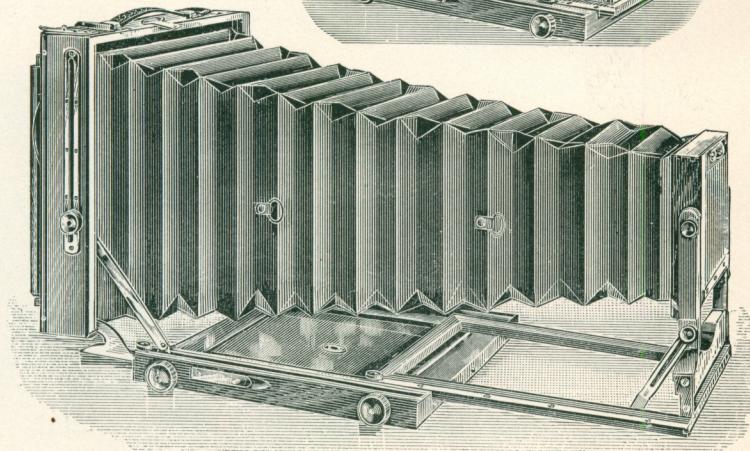
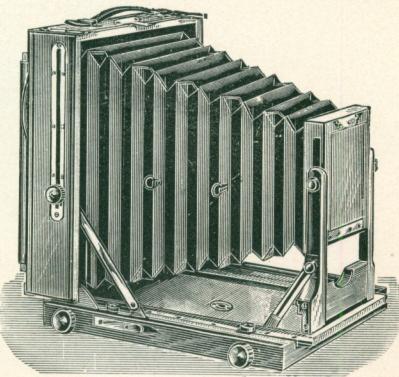
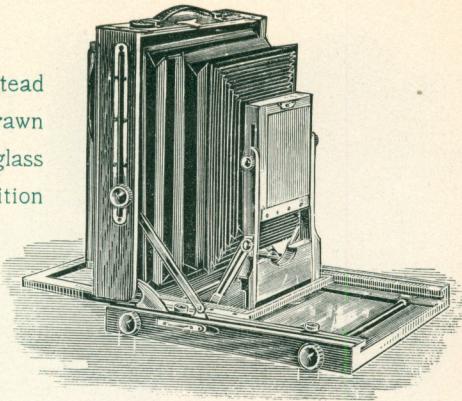
The camera box is square, the back being reversible, so that when the view is wanted either horizontally or vertically on the plate, the change

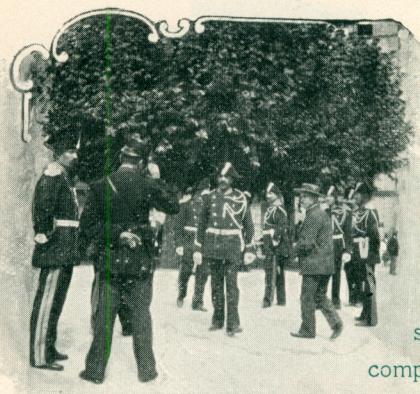


can be effected by simply reversing the back instead of the entire camera; the slides may be drawn from top, bottom or either side. The ground-glass screen is spring-actuated, which holds it in position and allows it to recede so as to insert the holder between the ground-glass and camera back.

The camera has no loose parts and is very easy and simple of manipulation. It has two fine rack and pinion focusing movements. A leather handle is provided so that it can be carried without the case if desired. All the wood parts are selected mahogany, highly polished, and all metal parts are made of brass, polished and lacquered. The bellows is made of the best Russia leather. The price of the King includes one holder and canvas case. When desired, cases will be furnished to hold camera and six holders; or camera, six holders, tripod and pocket for lenses.

Size of View.	Price.
5 x 7	\$32.00
5 x 8	32.00
6 $\frac{1}{2}$ x 8 $\frac{1}{2}$	35.00
8 x 10	36.00
11 x 14	45.00





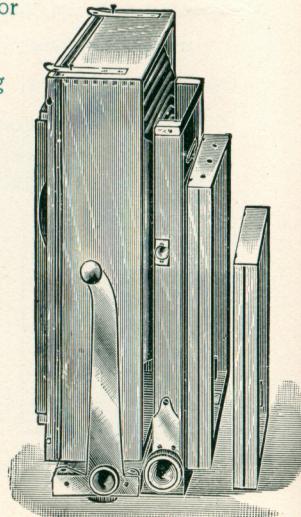
ROCHESTER VIEW

This camera is one of the best and most serviceable of all instruments of this character. It is a thorough and practical business camera, and can be recommended to both the professional and amateur photographer. Simplicity and compactness are the principal features embodied in its make-up. Strength has not been sacrificed on account of its simple construction, no pains having been spared in making it strong and rigid in every particular. It is, in fact, a model of lightness and strength.

The Rochester View Camera is made of the finest selected mahogany, very highly polished. All metal parts are made of the best brass, polished and lacquered. It is fitted with the reversible back, allowing the views to be taken in either a horizontal or vertical position, by simply reversing the back instead of the camera. The change can be effected in an instant without interfering with the position of the camera or altering the focus.

The back is also fitted with our latest adjustable, spring actuated, ground-glass screen, which allows the ground-glass to recede when inserting the plate holder between it and the camera back, also holding it in position securely while being used and returning to its natural position on withdrawing the holder. The arrangement is such that the slides can be drawn from the top, bottom, or either side.

The camera is made with both the vertical and horizontal swings, each swinging at the center. This is notably one of the special and most essential features in

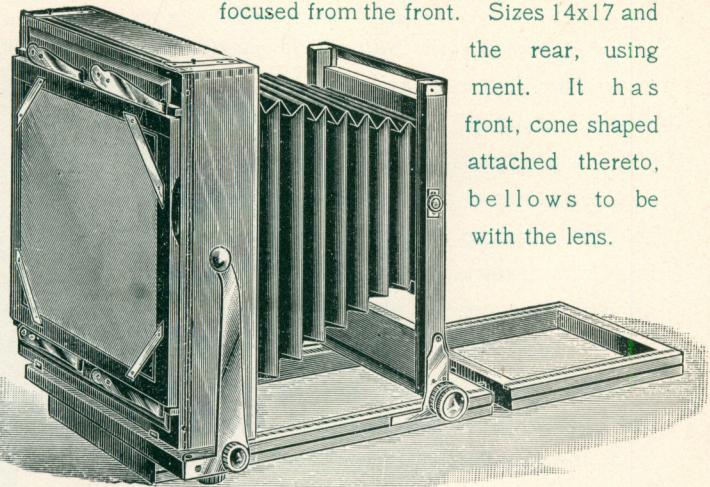


its construction ; the center of the back always operates parallel with the front of the camera or lens. It is fitted with a fine rack and pinion focusing movement, the camera being larger, focus from the sliding movement and falling bellows which is allowing front of raised and lowered

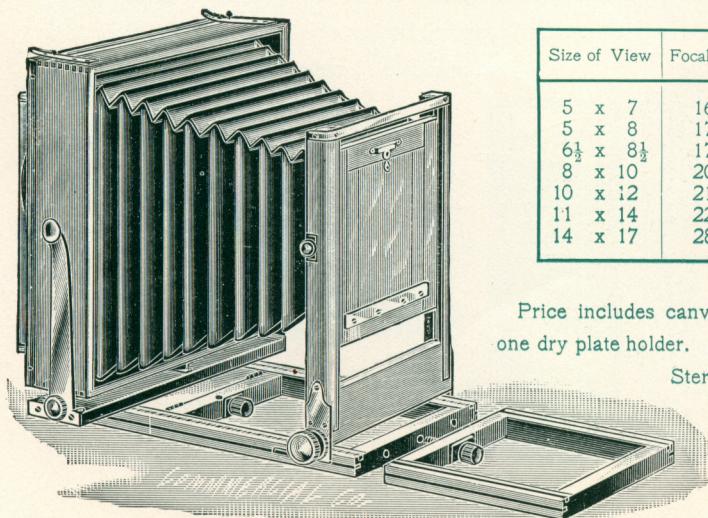
The bellows is made in the best possible manner of selected bellows material.

The cases are made strong and durable of the best canvas, accommodating the camera and three regular dry plate holders.

Wide front for stereo work can be adapted and will be supplied when so ordered ; a partition also being adjusted to the camera.



the rear, using front, cone shaped attached thereto, bellows to be with the lens.



Size of View	Focal Capacity	Price
5 x 7	16½ in.	\$ 18.00
5 x 8	17 " "	18.00
6½ x 8½	17½ " "	20.00
8 x 10	20 " "	22.00
10 x 12	21½ " "	28.00
11 x 14	22½ " "	30.00
14 x 17	28½ " "	40.00

Price includes canvas carrying case and one dry plate holder. Other sizes to order.

Stereo partition with lens board 75 cents extra.

THE FAVORITE

A general favorite with all classes of photographers, both the amateur and professional, but more especially with the outdoor professional for whom it was originally designed.

All wood parts are made of the best selected mahogany, highly polished, with mountings of polished and lacquered brass. Although listed at a popular price the same general care is used in its manufacture as the more expensive instruments, all work being done by thorough mechanics under our personal supervision.

It is very strong and rigid, light in weight, with the least possibility of getting out of order; in fact, it is made to cover the field of usefulness of all cameras at a price within the reach of all,

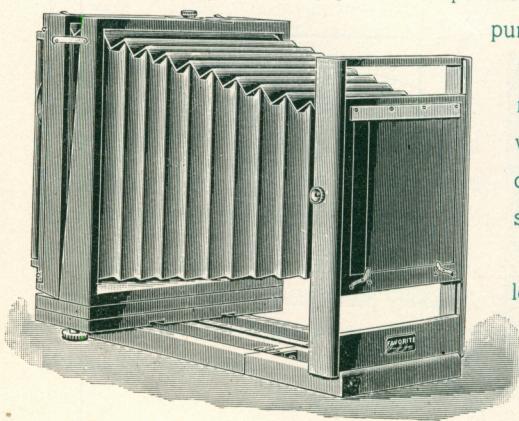
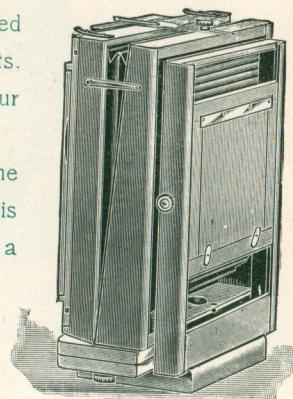
It is fitted with reversible back, allowing the view to be taken in either a vertical or horizontal position, without reversing the camera.

With the spring actuated ground-glass screen, with which it is equipped, the plate holder is easily placed in position, the ground-glass receding for this

purpose, securing the holder while the view is being made, returning to its normal place when the holder is withdrawn. The slide can be withdrawn from the top, bottom or either side.

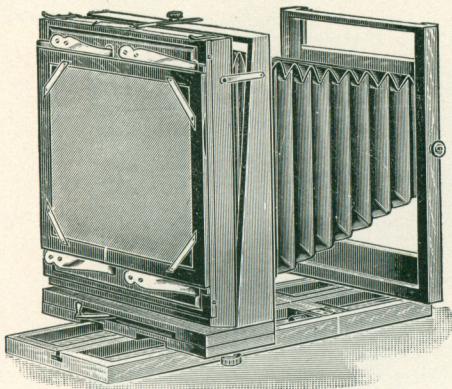
The back focus allows any length or angle of lens to be used.

It is operated by a quick acting lever so placed, that the focus



can be instantly changed. Two tripod plates are furnished, which insures the balance of the camera on the tripod with a lens of any length of focus. The adjustments also include the rising and falling front and

double swing back, thereby obtaining the required position when photographing objects at a higher or lower level than the camera. The front is made wide enough so that stereoscopic lenses can be used if desired. The $6\frac{1}{2} \times 8\frac{1}{2}$ and 8×10 sizes have a cut-off division in order that two pictures may be taken on one plate.



The lens board is made sufficiently large so that an ordinary sized shutter can be placed back of the lens.

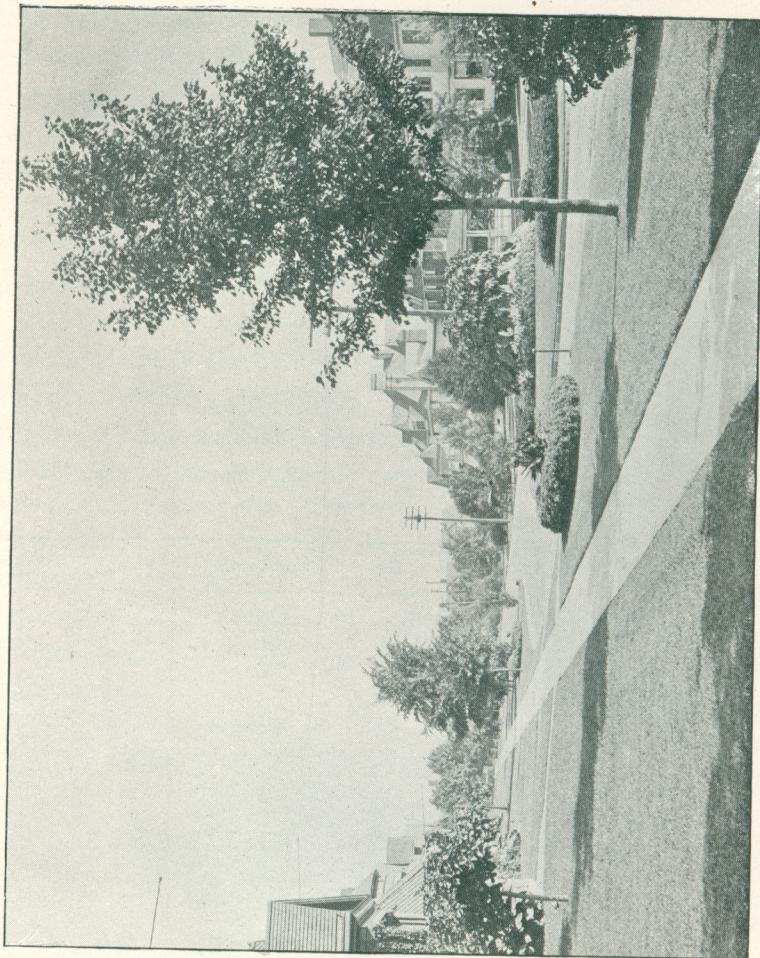
The bellows is made in the best possible manner of selected bellows material, and will not crinkle or get out of shape when folded.

The weight of the $6\frac{1}{2} \times 8\frac{1}{2}$ size is only $4\frac{3}{4}$ pounds, measuring $10 \times 5 \times 12$ inches. Other sizes in same proportion.

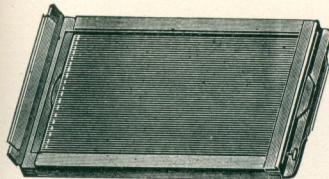
Price includes camera, carrying case, and one double dry plate holder.

Size	Focal Capacity	Price	Weight
5 x 7	$13\frac{3}{4}$ in.	\$16.00	$3\frac{1}{8}$ lbs.
5 x 8	$15\frac{5}{8}$ "	16.00	$4\frac{1}{2}$ "
$6\frac{1}{2} \times 8\frac{1}{2}$	$15\frac{5}{8}$ "	18.00	5 "
8 x 10	$18\frac{1}{8}$ "	18.00	$6\frac{1}{4}$ "
11 x 14	$23\frac{1}{2}$ "	24.00	10 "
14 x 17	$28\frac{1}{2}$ "	30.00	17 "





Taken with 4 x 5 Cycle Poco No. 3

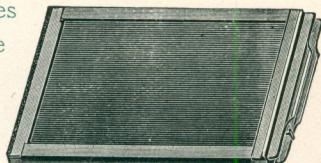


POCO PLATE HOLDER

PATENTED

We introduce for this season an entirely new plate holder, which has been patented, and is the most perfect device yet made for holding dry plates for camera use.

It is simplicity itself, as there are no springs or other devices for holding the plate in position. Simply lay the plate in the holder and insert the slide. To remove, draw the slide and pick out the plate. They are made of selected cherry, are small, light and neat and perfect in every detail.



SIZE	PRICE	SIZE	PRICE
3 $\frac{1}{2}$ x 4 $\frac{1}{4}$, with Hard Rubber Slides.	\$0.75	6 $\frac{1}{2}$ x 8 $\frac{1}{4}$, with Press Board Slides.	\$1.25
4 x 5, " " "	.75	8 x 10, " " "	1.50
5 x 7, " " "	1.00	10 x 12, " " "	2.50
5 x 8, " " "	1.00	11 x 14, " " "	3.00
6 $\frac{1}{2}$ x 8 $\frac{1}{2}$, " " "	1.75	14 x 17, " " "	5.00
8 x 10, " " "	2.10	17 x 20, " " "	6.00
10 x 12, " " "	3.30		
11 x 14, " " "	4.00		

POCO FILM HOLDERS

The film holder is interchangeable with the dry plate holder. Either may be used on the same camera. They are very simple to load or unload, being constructed on the same general plan as the plate holder.

SIZE	PRICE	SIZE	PRICE
3 $\frac{1}{2}$ x 4 $\frac{1}{4}$, with Hard Rubber Slides,	\$1.00	5 x 8, with Hard Rubber Slides	\$1.75
4 x 5, " " "	1.00	6 $\frac{1}{2}$ x 8 $\frac{1}{2}$, " " "	2.10
5 x 7, " " "	1.25	8 x 10, " " "	2.35
SIZE	PRICE	SIZE	PRICE
5 x 8, with Press Board Slides	\$1.25		
6 $\frac{1}{2}$ x 8 $\frac{1}{2}$, " " "	1.50		
8 x 10, " " "	1.75		

HOLDER SLIDES

Both in hard rubber and black press board, fitting our regular dry plate holders.

SIZE	PRICE	SIZE	PRICE
3 $\frac{1}{2}$ x 4 $\frac{1}{4}$, Hard Rubber,	\$.15	6 $\frac{1}{2}$ x 8 $\frac{1}{4}$, Hard Rubber,	\$.50
4 x 5, " " "	.15	8 x 10, " " "	.60
5 x 7, " " "	.20	10 x 12, " " "	.80
5 x 8, " " "	.25	11 x 14, " " "	1.00
SIZE	PRICE	SIZE	PRICE
6 $\frac{1}{2}$ x 8 $\frac{1}{2}$, Black Press Board,	\$.25		
8 x 10, " " "	.30		
10 x 12, " " "	.40		
11 x 14, " " "	.50		

In ordering Slides specify if for Rochester or Poco holders.

HOLDER KITS

Kits are made for holding small plates in large plate holders. They fit in the holder the same as an ordinary plate; the opening in the centre holding the smaller plate, by means of a small button.

SIZE OUTSIDE	SIZE OF OPENING FOR PLATE	PRICE
4 x 5 — $3\frac{1}{4}$ x $4\frac{1}{4}$ or $3\frac{1}{4}$ x 4, each		\$.20
5 x 7 — $3\frac{1}{4}$ x $4\frac{1}{4}$ or 4 x 5, each		.25
5 x 8 — $3\frac{1}{4}$ x $4\frac{1}{4}$ or 4 x 5 or $4\frac{1}{4}$ x $6\frac{1}{2}$, each		.25
$6\frac{1}{2}$ x $8\frac{1}{2}$ — $3\frac{1}{4}$ x $4\frac{1}{4}$ or 4 x 5 or 5 x 7 or 5 x 8, each		.30
8 x 10 — 5 x 7 or 5 x 8 or $6\frac{1}{2}$ x $8\frac{1}{2}$, each		.35
10 x 12 — $6\frac{1}{2}$ x $8\frac{1}{2}$ or 8 x 10, each		.40
11 x 14 — 8 x 10 or 10 x 12, each		.50

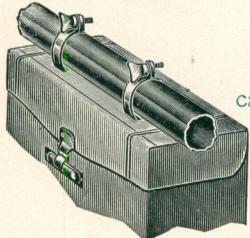
BICYCLE CLAMP

This clamp is designed to use as a tripod for wheelmen. Adjusting it to the handle bar of the wheel and fitting the camera to it as on any ordinary tripod. It is made of brass nicely nickled. Is adjustable and will fit any handle bar.

Price, — — — — — \$.75



CYCLE CAMERA CARRIER



For carrying the camera on a wheel when enclosed in a case. It is easily adjusted and can be removed in an instant. It is made of brass, nickled and polished, and is adjustable to any wheel. It is fitted to the carrying case and then to the top frame of the wheel or handle bar.

The case containing the camera can be attached instantly, and when so attached is solid and rigid, there being no play whatever to loosen the case or scratch the frame of the wheel. When taking the camera from the case, it is not necessary to remove the case from the carrying attachment, it can be removed and replaced at will.

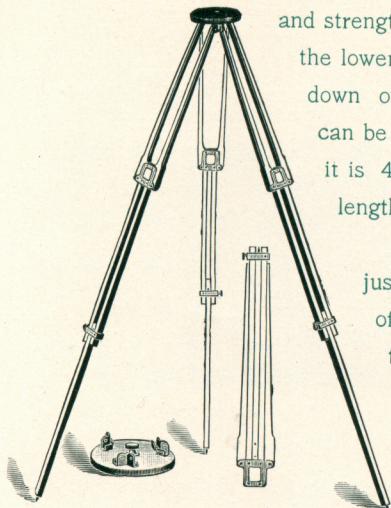
Price, complete, — — — — — \$1.00

ROCHESTER COMPACT TRIPOD

The Compact Tripod is made of the best selected spruce, all metal parts of brass; the object being to make it as light as possible consistent with rigidity

and strength. It is made in three sections to fold and slide; the lower part sliding into the second and the top part folding down over both, making it very convenient to carry. It can be adjusted to any required length. When extended it is 4 feet 10 inches long, while it is but 23 inches in length when folded or closed.

The new top is so made that the legs, when adjusted, are practically locked avoiding any possibility of their becoming detached by accident after the tripod is placed and ready for use. The tripod screw is arranged to always remain in the top.



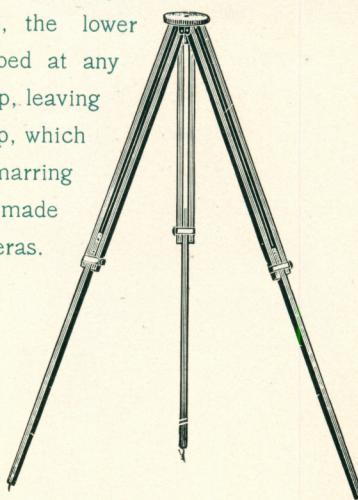
NO. FOR SIZES OF CAMERAS		PRICE
1.	3 $\frac{1}{4}$ x 4 $\frac{1}{4}$ or 4 x 5 or 4 $\frac{1}{4}$ x 6 $\frac{1}{2}$	\$2.00
2.	5 x 7 or 5 x 8 or 6 $\frac{1}{2}$ x 8 $\frac{1}{2}$	2.50
3.	8 x 10 or 10 x 12	3.00
4.	11 x 14 or 14 x 17	3.50

ROCHESTER SLIDING TRIPOD

The Sliding Tripod is made of spruce, is very light in consideration of its strength, and is made in two sections, the lower half sliding within the other. It can be clamped at any desired position. The legs are fastened to the top, leaving the tripod always together and complete. The top, which is wood, is covered with soft cloth to keep from marring or defacing the camera, except the No. 1 which is made of brass. It is suitable for both view and hand cameras.

PRICE

No. 1, for hand cameras	-	-	-	\$1.50
No. 2, for all sizes up to	5 x 8	-	-	2.00
No. 3, "	8 x 10	-	-	2.50
No. 4, "	11 x 14	-	-	3.00
No. 5, "	18 x 22	-	-	3.50



POCO VIEW FINDER

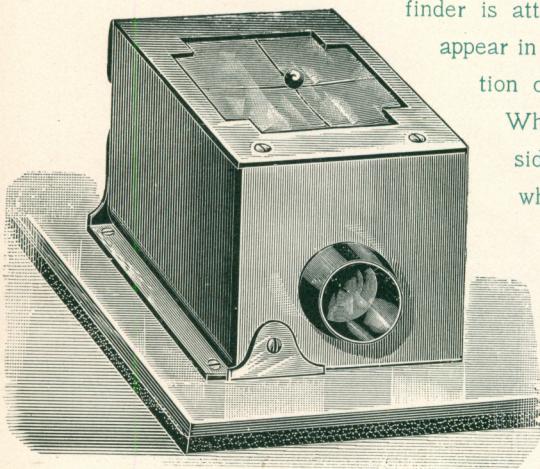
PATENTED

The only perfect view finder ever constructed and adapted for use with the camera, is our Poco view finder and level combined.

Its shape and general appearance is similar to all other view finders, its field of usefulness far superior. The top or glass on which the view appears is also utilized as a level. The top of the glass is slightly concaved and a steel ball rests on it always at its lowest point. When the camera, to which the finder is attached, is held level the ball will rest and appear in the centre of the finder at the intersection of the cross mark placed upon the glass.

When the camera is tipped from side to side, the ball will roll to the position in which the camera is held.

It is also applicable when pointing the camera up or down as the ball will rest against the front or back of the finder when held level, resting in the centre or at the apex of the cross marks. The ball is held in position by a transparent glass top, forming a



miniature box for itself. It cannot be lost or become dislodged.

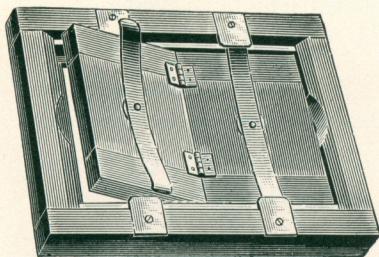
In the construction of the view finder and level combined, every precaution has been taken to make it absolutely accurate, both in regard to the finder, which is clear and very brilliant, and to the level, insuring perfect pictures at all times and under all conditions. It can be attached to any camera, all of our make being fitted with it.

SIZES AND PRICE

No. 1.	1 $\frac{5}{8}$ in. long,	1 $\frac{3}{8}$ in. wide,	1 $\frac{3}{8}$ in. high	-	-	-	\$2.00
No. 2.	1 $\frac{3}{5}$	"	1	"	1 $\frac{3}{16}$	"	2.00
No. 3.	1 $\frac{1}{8}$	"	$\frac{7}{8}$	"	1	"	2.00
No. 4.	1 $\frac{1}{2}$	"	$\frac{3}{4}$	"	$\frac{3}{4}$	"	2.00

ROCHESTER PRINTING FRAME

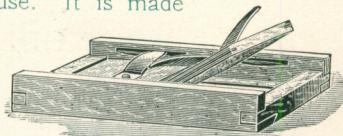
These frames are made very heavy and substantial of solid cherry. The springs are of the best spring brass, riveted to the back, a washer being placed between, allowing the spring to move freely without defacing the wood. The ears are set flush with frame to prevent defacing and setting solid when piled upon one another. The hinges are also riveted.



SIZE	PRICE
5 x 7,	\$.40
5 x 8,	.42
6 $\frac{1}{2}$ x 8 $\frac{1}{2}$,	.48
8 x 10,	.60
10 x 12,	.80
11 x 14,	1.44
14 x 17,	2.12
16 x 20,	2.40
17 x 20,	2.40

POCO PRINTING FRAME

This frame is made especially for amateur use. It is made light and strong of the best seasoned cherry and spring brass. Springs being riveted to the back.

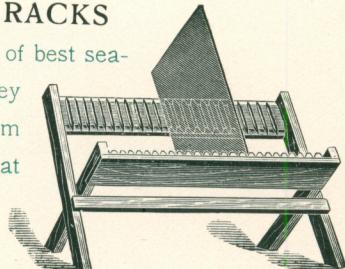


SIZE	PRICE	SIZE	PRICE
3 $\frac{1}{4}$ x 4 $\frac{1}{4}$,	\$.15	4 $\frac{1}{4}$ x 6 $\frac{1}{2}$,	\$.20
4 x 5,	.15	5 $\frac{1}{4}$ x 7,	.25

ROCHESTER NEGATIVE RACKS

These racks are made in a substantial manner of best seasoned cherry, and will hold any size negative. They are very convenient, as they keep the negatives from becoming scratched while drying. They fold up flat when not in use.

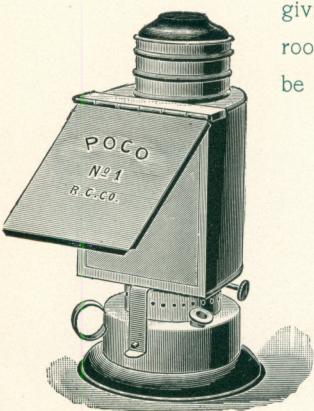
Price. - - - - - \$.20



POCO LAMP

We place broad claims on this lamp for perfection of light, combustion, evenness of flame, whether turned high or low, and absence of smoke or smell.

It is made upon the improved plan of central draught, giving a volume of light never before attained in a dark room lamp. It is regulated from the outside, allowing it to be turned up or down without opening.



PRICE

No. 1, with ruby glass, - - - - -	\$.75
" 2, " ruby and orange glass, - - - - -	1.00
" 3, " " " " " - - - - -	1.50

POCO CANDLE LAMP

A popular priced lamp for the amateur, well suited for the dark room. Gives a good light and is easily cared for.

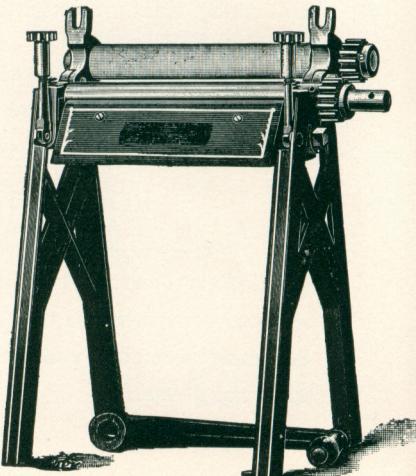
Price - - - - - \$.50

MODEL DUPLEX BURNISHER

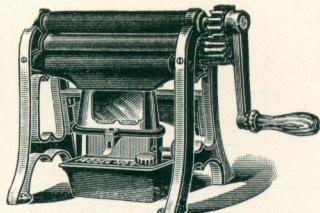
This machine is built to meet the demand for a good double roll burnisher in small sizes, at a popular price. It is thoroughly made in every detail. The pressure can be quickly and perfectly adjusted. The top roll is hinged. The roll is quickly heated with either gas or oil. Results produced are unsurpassed.

PRICE

6 inch. with oil or gas heater, - - - - -	\$ 7.50
8 " " " " " - - - - -	10.00
10 " " " " " - - - - -	12.50
12 " " " " " - - - - -	15.00



ACME AMATEUR ROTARY BURNISHER



A cheap, reliable rotary burnisher, made especially to meet the growing demand for a good serviceable machine for amateur work. Very simple in construction and operation. Heats quickly, works perfectly, and gives a beautiful finish.

Price. 8½ inch, with alcohol, oil or gas heater, \$10.00

HEMPERLEY MAGAZINE FLASH LAMP

This lamp is the invention of one of the most successful workers in flash light photography, and is well known. Owing to its many good features it is well adapted for both professional and amateur photographers. A magazine is provided for holding the supply of magnesium. By simply turning the milled head at the end of the barrel, the lamp is instantly loaded and ready for use. The magazine will hold an ounce of powder sufficient for a number of exposures.

Price - - - - - \$2.75.

PERFECTION FLASH LAMP

A very popular lamp devised for the use of pure magnesium. It combines all the essential elements of a perfect flash lamp.

Price - - - - - \$2.00

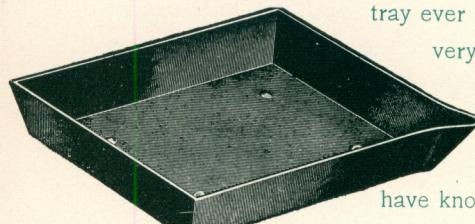
AGATE WARE TONING TRAYS

Are very strong and light, and not liable to breakage.

SIZE	PRICE	SIZE	PRICE
7 x 9, - - - - -	\$1.00	10 x 12, - - - - -	\$1.50
8 x 10, - - - - -	1.25	12 x 14, - - - - -	1.75

COMPRESSED FIBRE DEVELOPING TRAYS

The Compressed Fibre Tray is acknowledged to be the best developing tray ever put on the market. They are black in color, very smooth, handsome and strong. Guaranteed to be acid and alkali proof. They are made in the shallow and deep shape. The deep trays having a lip to facilitate emptying. Both have knobs on the bottom to stand on.



SIZE	PRICE
4 x 5, Shallow,	\$.28
5 x 8, "	.56
6½ x 8½, "	.72
8 x 10, "	1.08

SIZE	PRICE
4 x 5, Deep.	\$.50
5 x 8, "	.70
6½ x 8½, "	.85
8 x 10, "	1.15
10 x 12, "	1.75
11 x 14, "	2.40

GLASS TRAYS

A good tray. Very smooth and easily kept clean.

SIZE	PRICE
4 x 5	\$.30
5 x 8	.40

GRADUATED GLASSES

For measuring liquids. Marked accurately for drachms and ounces.

SIZE	PRICE
Minim.,	\$.25
1 oz.	.20
2 oz.	.25
4 oz.	.30
8 oz.	.40
16 oz.	.75

FOCUSING CLOTHS

Indispensable for focusing on the ground glass.

Perfection	\$.40
Gossamer	.50
Velvet	1.00

GLASS FUNNELS

SIZE	PRICE
½ Pint,	\$.15
1 Pint,	.20
1 Quart	.25

HAND OR POCKET SCALES

For weighing grains and drachms. Very convenient.

6 inch beam, 2 $\frac{1}{4}$ inch brass pans, - \$.75

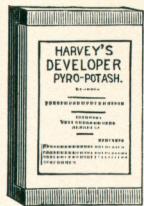
HARVEY'S TONING SOLUTION

For toning Gelatine paper. This solution is ready for use, and is a combined toning and fixing bath. Can be used repeatedly until strength is entirely gone.

8 oz. bottle	\$.40
16 oz. bottle	.60

HARVEY'S PYRO POTASH

CONCENTRATED



As a general developer it cannot be surpassed. It assures perfect control of the plate, no matter what length of exposure has been given. Put up in two bottles in cardboard box. Sufficient amount to develop six or seven dozen 4 x 5 plates.

Per box - - - - - \$.50

HARVEY'S HYDROCHINONE

CONCENTRATED



Gives clear black and white negatives. Desirable for transparencies; will not stain the fingers, and can be used repeatedly until strength is entirely gone. Put up in two bottles, in cardboard box. Sufficient amount to develop six or seven dozen 4 x 5 plates.

Per box - - - - - \$.50

HARVEY'S NEGATIVE VARNISH

Negatives from which a quantity of prints are to be made should always be varnished to prevent injury to the film.

4 oz. bottle - - - - - \$.30
8 oz. bottle - - - - - .50

HARVEY'S EIKONOGEN

CONCENTRATED



Gives soft, brilliant negatives, easy of manipulation. Can be used repeatedly until strength is entirely gone. Put up in one bottle, in cardboard box. Sufficient amount to develop six or seven dozen 4 x 5 plates.

Per box - - - - - \$.50

HARVEY'S INTENSIFIER

CONCENTRATED

Invaluable for strengthening weak negatives.

4 oz. bottle - - - - - \$.25
8 oz. bottle - - - - - .40

BRISTLE BRUSHES

For mounting photographs.

SIZE	PRICE
1 inch wide	\$.10
1 $\frac{1}{2}$ "	.15
2 "	.20
2 $\frac{1}{2}$ "	.25
3 "	.30

CAMEL HAIR BRUSHES

For dusting off plates or negatives. Is very soft and does not scratch.

SIZE	PRICE
1 inch wide	\$.25
1 $\frac{1}{2}$ "	.40
2 "	.50
2 $\frac{1}{2}$ "	.60
3 "	.80

ABSORBENT COTTON

Put up in packages.

SIZE	PRICE
2 oz.	\$.20
4 oz.	.30
8 oz.	.50
1 lb.	.80

BLOTTING PAPER

For drying prints.

SIZE	PRICE
9 x 12 inches, per dozen sheets.	\$.30
12 x 19 "	.55
19 x 14 "	1.10

ROCHESTER MOUNTING PASTE

For mounting photographs, very adhesive. It never sours or molds, as it is of superior quality. Put up in glass jars.

SIZE	PRICE
½ pint jar,	\$.20
1 "	.25

DRY PLATES

We handle all the leading brands of Dry Plates, among which are Seed, Cramer, Stanley and New Eagle.

Our developers are universal, and will work equally as well on any of the above named plates.

SIZE	PRICE
3 ½ x 4 ½, per doz.	\$.45
4 x 5, "	.65
4 ½ x 6 ½, "	.90
5 x 7, "	1.10
5 x 8, "	1.25

SIZE	PRICE
6 ½ x 8 ½, per doz.	\$1.65
8 x 10, "	2.40
10 x 12, "	3.80
11 x 14, "	5.00

Also larger sizes if desired.

FERROTYPE PLATES

These plates have a highly polished surface. Are used for drying Gelatine or Bromide papers, when a glossy finish is desired without burnishing. They cannot be sent by mail.

10 x 14 inches, each \$ 10

SQUEEGEE AND PRINT ROLLER

For pressing prints on cards when mounting, Keeping the prints very smooth and even without mutilating.

6 inch roll	\$.80
12 "	1.25

GROUND GLASS

SIZE	PRICE
4 x 5	\$.15
5 x 7	.20
5 x 8	.20
6 ½ x 8 ½	.25
8 x 10	.35
10 x 12	.50
11 x 14	.70
14 x 17	1.00

FILMS FOR ROLL-HOLDERS

These films are for use of the Roll Holder when fitted to our Cycle or Poco folding cameras.

SIZE	PRICE
3 $\frac{1}{4}$ x 4 $\frac{1}{4}$, 12 exposures, Cartridge system,	\$.75
4 x 5, 12 "	.90
5 x 7, 12 "	1.60

FILMS—CUT SHEETS

For use with our Film holders.

SIZE	PRICE	SIZE	PRICE
4 x 5, per doz.,	\$.80	5 x 8, per doz.,	\$1.50
5 x 7 "	1.40	6 $\frac{1}{2}$ x 8 $\frac{1}{2}$, "	2.10
8 x 10, per doz.,			
			\$3.00

CARD MOUNTS

We have a large variety, but only list the principal ones for amateur use. Put up in packages of 25 and 100.

Plain Assorted Colors.			Embossed Border, White or Colored.		
SIZE	PER 25	PER 100	SIZE	PER 25	PER 100
4 x 5,	\$.20	\$.70	4 x 5,	\$.35	\$1.20
5 x 7,	.35	.95	5 x 7,	.50	1.85
5 x 8	.40	1.10	5 x 8,	.60	2.20
6 $\frac{1}{2}$ x 8 $\frac{1}{2}$,	.50	1.50	6 $\frac{1}{2}$ x 8 $\frac{1}{2}$,	.90	3.00
8 x 10,	.70	2.25	8 x 10,	1.25	4.00

ROCHESTER BLUE PAPER

FERRO PRUSSIATE

This blue paper is of a superior quality, it yielding a density of blue never before obtained. It prints quicker and washes out better than any other. It will keep in perfect condition for three months if directions are followed. It is sold under positive guarantee to be as represented. Put up in packages of 24 sheets.

SIZE	PRICE	SIZE	PRICE
3 $\frac{1}{4}$ x 4 $\frac{1}{4}$, per package,	\$.20	5 x 8, per package,	\$.35
4 x 5, "	.20	6 $\frac{1}{2}$ x 8 $\frac{1}{2}$, "	.40
4 $\frac{1}{4}$ x 6 $\frac{1}{2}$, "	.25	8 x 10, "	.60
5 x 7, "	.30	18 x 22, rolls for one dozen sheets,	1.50

In rolls one yard wide and ten yards long, \$3.00

SOLIO PAPER

A brilliant printing-out paper, having all the good features and none of the bad. Any tone can be produced at the will of the operator, clear whites and a fullness of detail. It need not be toned immediately after printing, if not convenient to do so. Full directions with each package.

3 x 4 for 3 $\frac{1}{4}$ -4 $\frac{1}{4}$ Negatives, - - -	2 doz.	\$.20	Per gross \$1.00
4 x 5 - - - - -	2 "	.25	" " 1.25
3 $\frac{3}{8}$ x 5 $\frac{1}{2}$ Cabinets, - - - - -	1 "	.20	" " 1.35
5 x 7 - - - - -	1 "	.30	" " 2.65
5 x 8 - - - - -	1 "	.30	" " 3.00
6 $\frac{1}{2}$ x 8 $\frac{1}{2}$ - - - - -	1 "	.45	" " 4.25
8 x 10 - - - - -	1 "	.60	" " 6.50
Cabinet Seconds - - - - -	-	-	" " 1.00
4 x 5 " Trimmed - - - - -	-	-	" " 1.00

PRINTING-OUT MATTE PAPER

FOR BLACK AND WHITE PICTURES.

SIZE	DOZ.	GROSS
3 $\frac{1}{4}$ x 4 $\frac{1}{4}$, - - -	\$.15	\$1.50
4 x 5, - - - - -	.20	1.65
5 x 7, - - - - -	.35	3.20
5 x 8, - - - - -	.40	3.60
6 $\frac{1}{2}$ x 8 $\frac{1}{2}$, - - - - -	.55	5.00
8 x 10, - - - - -	.75	7.80

HOW TO TAKE PHOTOS

We have compiled a little book, more especially for beginners, touching on the manipulation of our make of cameras ; also the process of taking pictures, developing, toning and printing ; how they should be done, how to get the best results ; definite receipts for making solutions, etc., which is a very valuable work, not alone to the beginner, but to all amateurs. It is the most concise and practical work of the kind ever published.

Price, - - - - - 10 cents.

PRINTING OUTFIT FOR GELATINE PAPER

This outfit consists of the following articles, arranged in sizes according to the size of camera used. One printing frame, one package of Gelatine paper, one bottle Gelatine toning solution, one-half pint jar Rochester mounting paste, and one package card mounts.

SIZE	PRICE	SIZE	PRICE
4 x 5	\$1.65	5 x 8	\$2.10
4 $\frac{1}{4}$ x 6 $\frac{1}{2}$	1.80	6 $\frac{1}{2}$ x 8 $\frac{1}{2}$	2.55
5 x 7	1.95	8 x 10	3.10

DEVELOPING OUTFIT

The developing outfit consists of the following articles, arranged in sizes according to the size of camera used. Two japanned tin developing trays, one ruby lamp, one box developer, one pound hyposulphite soda, and one 4 oz. graduated glass.

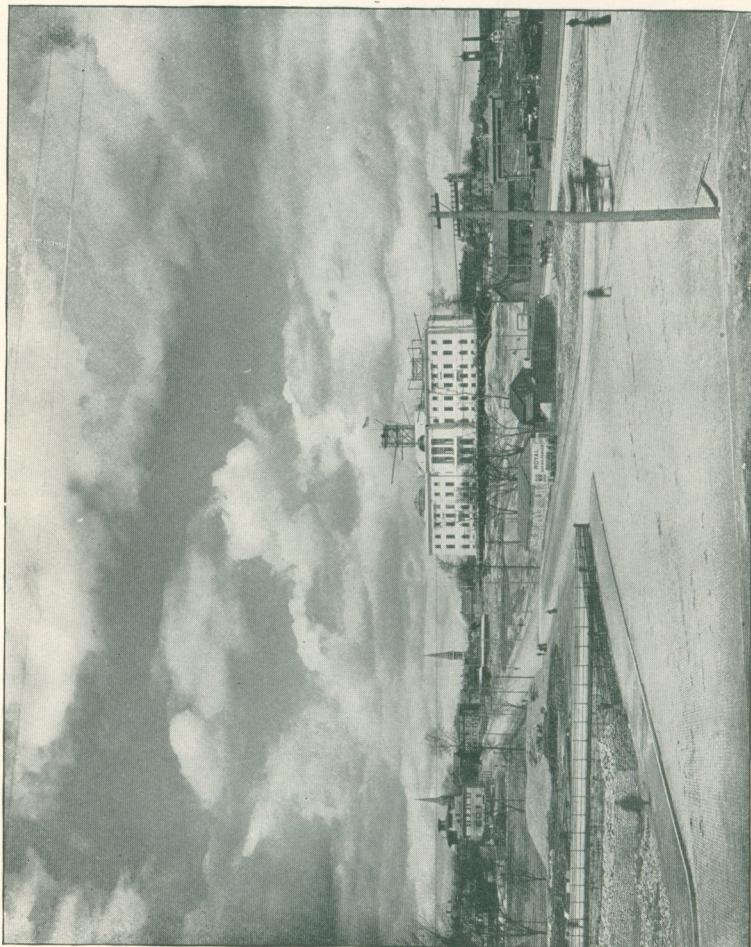
SIZE	PRICE	SIZE	PRICE
4 x 5	\$2.30	5 x 8	\$2.40
4 $\frac{1}{4}$ x 6 $\frac{1}{2}$	2.40	6 $\frac{1}{2}$ x 8 $\frac{1}{2}$	2.50
5 x 7	2.40	8 x 10	2.70

NEGATIVE PRESERVERS

Are made of strong heavy manilla paper the proper size for the negative. Are shaped like an ordinary envelope, but open on the end for the insertion of the plates, a space being cut for the thumb and finger for convenience in removing them.

On the face are printed lines for name, number, description and remarks. They are invaluable for preserving the negative from dust, scratches, etc. Put up in packages of fifty each.

SIZE	PRICE	SIZE	PRICE
3 $\frac{1}{4}$ x 4 $\frac{1}{4}$, per package	\$.20	5 x 8, per package	\$.30
4 x 5 "	.20	6 $\frac{1}{2}$ x 8 $\frac{1}{2}$ "	.35
4 $\frac{1}{4}$ x 6 $\frac{1}{2}$ "	.25	8 x 10 "	.45
5 x 7 "	.30	10 x 12 "	.75



*Picture with Ray Screen.
Showing Detail and Cloud effects*

RAY SCREEN

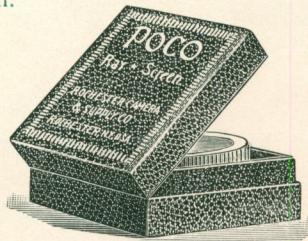
FOR CLOUD PHOTOGRAPHY, ETC.

The Ray Screen is of great value in out-door photography, screening out the violet and blue rays of light which act stronger on the plate than any other color, giving a more equal exposure to the sky, clouds and landscape. By using the screen a more perfect picture may be obtained, and the most beautiful cloud effects produced.

The Ray Screen consists of a polished brass ring, into which is set the perfect yellow or orange glass, and held in place by a ring of cork, this cork ring fitting the lens tube and holding all in place as a lens cap. The diameter given in the list is the largest lens it will fit. Any smaller lens may be adjusted. When ordering give diameter of lens they are to be used with.

Put up in a neat leather plush lined case.

No.	Outside Diameter	Will fit Lens of Diameter	Price
1	1 $\frac{1}{2}$ in.	1 $\frac{1}{4}$ in.	\$.75
2	2 "	1 $\frac{3}{8}$ "	1.00
3	3 $\frac{1}{4}$ "	2 $\frac{7}{8}$ "	1.25



STEREOSCOPIC EXPOSER

This device is made of mahogany, and is designed for time exposures with stereoscopic cameras, the object being to expose both lenses simultaneously, although it can be operated very rapidly.

Price. \$2.00

DROP SHUTTER

The Drop Shutter is made of mahogany with cherry slide, the opening being made on scientific principles, the slide working by the aid of a rubber band. It is padded on top by a thin sheet of rubber, lessening the concussion when an exposure is made. Made in three sizes, with 1 $\frac{3}{4}$, 2 $\frac{1}{2}$, and 3 $\frac{1}{4}$ inch openings.

Price, \$1.00

POCO SHUTTER

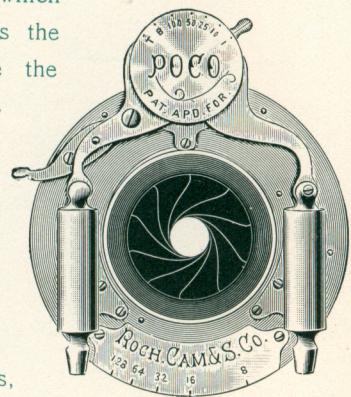
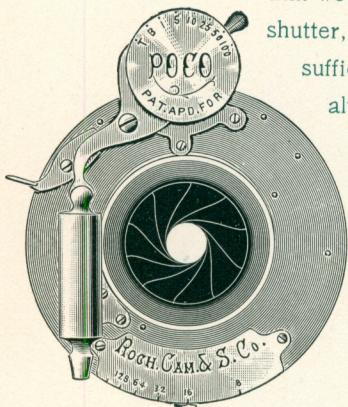
The Poco shutter is one of the additions and improvements that we have made to our photographic line for this season. It was with pleasure that we anticipated fitting our Poco line of cameras with this shutter, but have found it impossible to make them in sufficient quantities early enough for our entire output, although they will be furnished as fast as our facilities will allow.

It is the nearest perfect shutter made: being small, handsome, and equipped with every required action.

It is manufactured on a practical and scientific principle of optical facts.

The shutter blades of the Poco, by a quick action, open and remain open for the proper exposure, and by a quick action close, requiring one size of diaphragm to do the work in place of a series of different apertures which must of necessity cause a blur to the picture, as the change of photographic effects goes on while the shutter is slowly opening and closing. Actual tests with one lens fitted to the different shutters, and exposures made on the same object is satisfactory proof.

It is equipped with all devices for time, slow and instantaneous work, and meets all requirements for very fast instantaneous exposures, such as moving trains, bicycle races, trotting horses, and other fast moving objects when under proper management.



We do not claim it to be the most rapid shutter made, and it may not work to the entire satisfaction of the operator on the fastest moving objects, unless placed in the most favorable position and under the best of circumstances.

It works between the lenses.

It gives absolute uniform illumination.

It gives automatic exposures from one to one-hundredth part of a second.

It is operated by either bulb or finger release.

It can not expose the plate while being set.

It does not jar the camera.

It can be fitted to almost any lens.

It is especially adapted to hand cameras.

It is set by simply a turn of the lever.

It has Iris diaphragms.

It is accurately made.

It is easy of manipulation.

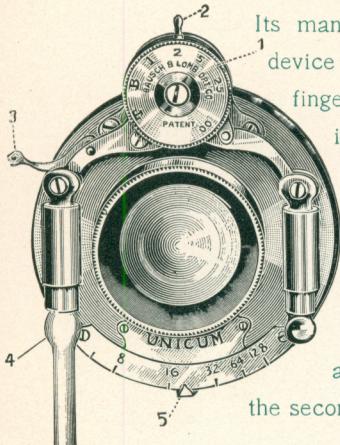
It is made with and without retarding device.

It does not get out of order.

PRICE

UNICUM SHUTTER

The Unicum is the regular shutter fitted to all of our high grade cameras.



Its manipulation is very simple, equipped as it is with every device known that can be used to advantage. It has both finger and pneumatic release, together with dial indicating instantaneous, bulb or time exposures, also the different speeds at which the shutter is desired to operate, it working automatically from one second to one one-hundredth part of a second, or any fraction between by simply revolving disc No. 1 to the desired speed.

Time exposures are made by placing letter **T** at indicator; one pressure of the bulb will open the shutter, the second pressure closing it.

When letter **B** is at indicator, one pressure of bulb will open it, when pressure is released it will close. The Iris diaphragms are regulated by moving the lever **5** to the right or left, until the desired aperture is obtained, as is indicated by numbers on the scale.

Size	Size of Largest Diaphragm	Complete on a New Lens of Our Own Manufacture without Barrel	Complete Fitted to Lenses of Our Own Manufacture with Extra Barrel.	When fitted to Lenses of other Manufacture leaving Barrel intact
4 x 5	$\frac{3}{4}$ in.	\$ 8.00	9.00	\$10.00
5 x 7	1 "	9.00	10.00	11.00
6 $\frac{1}{2}$ x 8 $\frac{1}{2}$	1 $\frac{5}{8}$ "	10.00	11.50	13.00
8 x 10	1 $\frac{13}{16}$ "	12.00	14.00	15.00

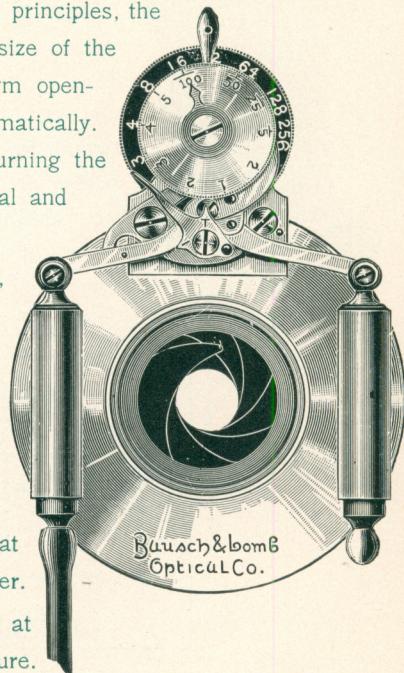
DIAPHRAGM SHUTTER

The diaphragm shutter was designed for both amateur and professional photographers desiring a strictly first-class, high-grade shutter, for both in-door and out-door work. It is constructed on scientific principles, the leaves of the diaphragm not only regulating the size of the aperture, but serving as the shutter, the diaphragm opening to the required aperture and closing automatically. The variation in the size of opening is made by turning the black disc, and is marked for both the symmetrical and wide angle lenses.

The front dial is for regulating exposures, the shutter working automatically from three seconds to one one-hundredth part of a second, and by simply moving a small lever, it may be set for time exposures of any desired duration, the lever being marked **I** for instantaneous, and **T** for time.

It is provided with safety device, so that no exposure can be made while setting the shutter.

The shutter is set by turning the small lever at the top to the left when ready to make an exposure.



WHEN FITTED TO ROCHESTER SYMMETRICAL OR ZEISS ANASTIGMAT LENSES			WHEN FITTED TO LENSES OF OTHER MANUFACTURE	
Size	Opening of Largest Stop	Price	Size	Price
4 x 5	7/8 in.	\$14.00	4 x 5	\$14.50
5 x 8	1 1/8 "	15.00	5 x 8	15.50
6 1/2 x 8 1/2	1 3/8 "	16.00	6 1/2 x 8 1/2	16.50
8 x 10	1 5/8 "	17.50	8 x 10	18.00

ROCHESTER ANASTIGMAT LENS, F: 7.5

EXTRA RAPID FOR PORTRAITS, GROUPS, LANDSCAPES, COPYING AND INSTANTANEOUS VIEWS.



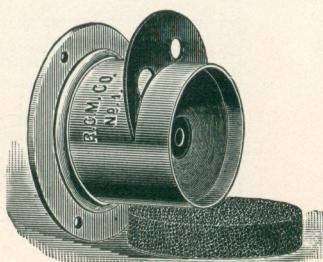
We take pleasure with this issue of our catalogue, in presenting the Rochester Anastigmat lens, which has been produced after long and elaborate experiments. Our untiring efforts have been rewarded by producing a purely American Anastigmat lens of a quality surpassed by none. The Anastigmatic flatness of the field is of the highest degree of perfection. The plates are covered sharply to the edge showing absolutely straight lines, even when the diaphragms are at full opening F:7.5. It is an ideal out-door lens, the speed being ample for all ordinary instantaneous exposures. They are mounted in brass with Iris diaphragms only.

No.	Equivalent Focus.	Diameter of Lens.	Plate Covered with Opening.		Price.
			F: 7.5	F. 14	
1	6 in.	$\frac{7}{8}$ in.	4 x 5	$4\frac{1}{4}$ x $6\frac{1}{2}$	\$32.00
2	$7\frac{1}{4}$ "	1 "	5 x 7	5 x 8	38.00
3	8 "	$1\frac{1}{4}$ "	5 x 8	$6\frac{1}{2}$ x $8\frac{1}{2}$	45.00
4	$10\frac{1}{2}$ "	$1\frac{1}{2}$ "	$6\frac{1}{2}$ x $8\frac{1}{2}$	8 x 10	70.00
5	$11\frac{1}{2}$ "	$1\frac{5}{8}$ "	8 x 10	10 x 12	80.00
6	14 "	2 "	10 x 12	11 x 14	110.00
7	$16\frac{1}{4}$ "	$2\frac{1}{2}$ "	11 x 14	14 x 17	140.00

R. C. & S. CO'S SINGLE ACHROMATIC LENS

This single lens is as near perfect as it is possible to make, giving the best results for definition with great depth of focus and flatness of field. For a low priced lens it has no comparison.

Size of Plate.	Length of Focus.	Price.
4 x 5	6 inches	\$3.00
$4\frac{1}{4}$ x $6\frac{1}{2}$	8 "	3.50
5 x 8	10 "	4.00
$6\frac{1}{2}$ x $8\frac{1}{2}$	11 "	4.50
8 x 10	13 "	5.50



ROCHESTER SYMMETRICAL LENS

This lens was designed for portraits, groups, architecture, landscape and instantaneous work. It is one of the best lenses ever constructed for general work, being perfectly rectilinear, free from distortion, and all objectionable features.

It has a great depth of focus and perfectly flat field.

It is fitted to all of our high grade cameras, unless otherwise ordered. We invite comparison with any lens of its class now on the market



Size of Plate	Diameter of Lens	Equivalent Focus	Back Focus	Price
4 x 5	1 in.	6 $\frac{1}{4}$ in.	5 $\frac{3}{4}$ in.	\$12.00
5 x 7	1 $\frac{1}{8}$ "	8 "	7 $\frac{1}{4}$ "	14.00
5 x 8	1 $\frac{1}{2}$ "	9 "	8 $\frac{1}{2}$ "	16.00
6 $\frac{1}{2}$ x 8 $\frac{1}{2}$	1 $\frac{1}{2}$ "	11 "	9 $\frac{3}{4}$ "	20.00
8 x 10	1 $\frac{3}{4}$ "	13 "	11 $\frac{1}{2}$ "	25.00
10 x 12	2 "	16 "	14 $\frac{1}{4}$ "	45.00
11 x 14	2 $\frac{1}{4}$ "	18 $\frac{1}{2}$ "	16 $\frac{1}{2}$ "	55.00
14 x 17	2 $\frac{3}{4}$ "	22 "	19 $\frac{1}{2}$ "	65.00
17 x 20	3 $\frac{1}{4}$ "	26 "	23 "	75.00

R. C. & S. CO'S WIDE ANGLE SYMMETRICAL LENS

No.	Size of Plate	Length of Focus	Price
1	4 x 5	3 $\frac{1}{2}$ in.	\$10.00
2	5 x 8	5 "	12.00
3	6 $\frac{1}{2}$ x 8 $\frac{1}{2}$	6 $\frac{1}{2}$ "	15.00
4	8 x 10	8 "	20.00

These wide angle lenses will be found as valuable for the character of work for which they are designed as our well known and popular symmetrical series. They are adapted for interiors, buildings, landscapes, and all work in confined situations where lenses of longer focus cannot well be used. They have an angle of from 80 to 90 degrees. They are fitted to all of our high grade cameras when wide angle lenses are ordered, unless otherwise specified.

BAUSCH & LOMB-ZEISS ANASTIGMAT, 1:8, SERIES IIa

FOR PORTRAITS, GROUPS, INSTANTANEOUS OUT DOOR WORK AND COPYING.

The lenses of this series are composed of five lenses and have an angle of 80 degrees



Being of relatively slower speed, it has been possible to compute them for an absolutely flat image, free from all astigmatism and extremely sharp definition. It is the most desirable out-door lens made. The speed will be found ample for all ordinary instantaneous exposures, giving an unusual evenness of illumination, flatness and depth. In the studio they are well adapted for large heads, figures and groups. These lenses are also particularly adapted to copying and half tone work, giving the minutest detail with extreme flatness to the edges.

These lenses fitted to any of our Folding or Cycle Poco cameras, would make an ideal outfit.

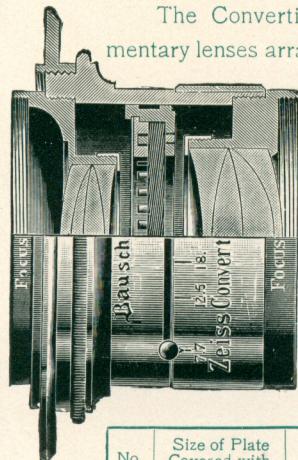
They are supplied with our improved Iris diaphragm. Waterhouse stops in place of Iris at same price.

No.	Size of Plate Covered with Stop f. 12.5	Diagonal of Largest Plate Covered with Small Stop 72°	Free Diameter of Largest Lens	Equivalent Focus	Brass Mounting. Price.
1	4 x 5 in.	6 ⁵ / ₈ in.	5 ⁵ / ₈ in.	4 ⁹ / ₁₆ in.	\$30.00
2	4 ¹ / ₄ x 6 ¹ / ₂ "	8 ¹ / ₄ "	4 ³ / ₈ "	5 ¹ / ₂ "	33.50
3	5 x 8 "	10 ¹ / ₂ "	1 "	6 ¹ / ₂ "	44.00
4	6 ¹ / ₂ x 8 ¹ / ₂ "	12 ³ / ₈ "	1 ³ / ₁₆ "	8 "	54.50
5	8 x 10 "	14 ³ / ₄ "	1 ⁷ / ₈ "	9 ⁵ / ₁₆ "	64.50
6	10 x 12 "	17 ³ / ₈ "	1 ⁵ / ₈ "	11 ¹ / ₁₆ "	85.50
7	11 x 14 "	21 ¹ / ₄ "	2 "	13 ³ / ₁₆ "	125.50
8	14 x 17 "	26 ¹ / ₄ "	2 ³ / ₈ "	17 "	160.50

For pairing two lenses for stereoscopic work, extra, \$3.00.

No. 2 should be used for 4 x 5 size when shutters are to be fitted.

BAUSCH & LOMB-ZEISS CONVERTIBLE ANASTIGMAT LENS, SERIES VIIa



The Convertible Anastigmats are doublet lenses. They contain eight elementary lenses arranged in pairs, two pairs in each system. Such a lens is convertible into three lenses of different foci and angle where the two single anastigmats are of different foci, or into two where they are of the same foci. The speed when composed of two single anastigmats of the same foci is f-6.3. When the single anastigmats are of different foci, the speed is f-7 or f-7.7, according to the relative foci employed.

The anastigmatic flatness of the field is of the highest degree of perfection, the plates being covered sharply to the edges. Either the back or front combination can be used alone, as well as both combinations together, thereby

No.	Size of Plate Covered with Full Aperture	Focus of Front Lens	Focus of Back Lens	Combined Focus	Aperture	Price
5	4 $\frac{1}{2}$ x 6 $\frac{1}{2}$	11 $\frac{1}{2}$ in.	9 in.	5 $\frac{3}{4}$ in.	f-7	\$ 63.00
8	5 x 7 $\frac{1}{2}$	14 "	11 $\frac{1}{2}$ "	7 "	f-7	75.00
11	6 $\frac{1}{2}$ x 8 $\frac{1}{2}$	16 $\frac{1}{2}$ "	14 "	8 $\frac{1}{2}$ "	f-7	94.50
17	8 x 10	23 $\frac{1}{2}$ "	19 $\frac{1}{4}$ "	12 "	f-7	167.50

it an ideal lens for long distance or general work. It is particularly adapted to our long draw or Tele-Photo cameras.

GOERZ DOUBLE ANASTIGMAT, SERIES III f:7.7

The lenses of this series are universal. At full aperture they admit of instantaneous photography, embracing an angle of 70 degrees being taken, even

giving three distinct foci, i.e. Nos. 8—7 inches, 11 $\frac{1}{2}$ inches and 14 inches, making

No.	Size of Plate Sharply Covered at f: 7.7.	Free Aperture	Equivalent Focus	Price
1	4 x 5	7 in.	6 in.	\$ 45.00
3	5 x 8	1 $\frac{1}{4}$ "	8 $\frac{1}{4}$ "	62.50
4	6 $\frac{1}{2}$ x 8 $\frac{1}{2}$	1 $\frac{5}{8}$ "	9 $\frac{1}{2}$ "	75.50
6	8 x 10	1 $\frac{1}{8}$ "	12 "	107.00

on dull days. By the use of small stops the photograph may be made to include 90 degrees. This lens is well adapted for all purposes either in or out of doors, and for our long draw or Tele-Photo instruments has no equal.

MISCELLANEOUS SUPPLIES

Flanges for R. C. & S. Co's S. A. Lens, \$.50	Bellows for 5 x 7 Poco's - - -	\$3.00
" " " Symmetrical	" " 6 $\frac{1}{2}$ x, 8 $\frac{1}{2}$ " - - -	4.00
Lens, - - - - .75	" " 8 x 10 " - - -	5.00
Caps for R. C. & S. Co's Symmetrical	" " 4 x 5 Tele Photo A	3.00
Lens - - - - .40	" " 5 x 7 " - - -	4.00
Caps for R. C. & S. Co's S. A. Lens .25	" " 6 $\frac{1}{2}$ x 8 $\frac{1}{2}$ " - - -	5.00
Glass for No. 1 or No. 2 Poco	" " 8 x 10 " - - -	6.00
Lamp, Orange or Ruby - - - .10	Fronts for Poco, 4 x 5 - - -	2.50
Glass for No. 3 Poco Lamp, Orange or Ruby - - - .15	" " " 5 x 7 - - -	3.00
Tops for Tripod - - - - .75	" " " 6 $\frac{1}{2}$ x 8 $\frac{1}{2}$ - - -	3.50
Screws for Tripod - - - - .25	" " " Stereo, - - -	5.00
All Mill Head Nuts and Screws .25	Bulb and Hose - - -	.75
Lens Boards for King Cameras .40	Tubing, per foot - - -	.10
" " " Roch. View Cameras .40	Ground Glass Frames, 4 x 5 - - -	.50
" " " Favorite Cameras .25	" " " 5 x 7 - - -	.60
" " " Poco Cameras .25	" " " 5 x 8 - - -	.75
" " " Stereo Cameras .40	" " " 6 $\frac{1}{2}$ x 8 $\frac{1}{2}$ - - -	1.00
Bellows for 4 x 5 Poco Folding or	" " " 8 x 10 - - -	1.25
Cycle Cameras - - - - 2.50		

CHEMICALS

Acid, Citric, per oz. - - - - .20	Soda, Sulphite (Crystals) per lb. - - -	.20
" Pyrogallic, Scherings, per oz. .50	" Acetate, per oz. - - -	.10
Alum, Powdered, per lb. - - - .25	" Hypo Sulphite (1 lb. box) - - -	.10
Ammonia, Bromide, per oz. - - - .15	" " " (5 lb. box) - - -	.35
Eikonogen, per oz. - - - - .50	" Carbonate, per lb. - - -	.15
Glycerine, per oz. - - - - .20	Potash, Carbonate - - -	.25
Gold, Chloride (15 grain bottle) .60	" Meta bisulphite, per oz. - - -	.35
Hydrochinone, per oz. - - - - .50	Magnesium Powder, per oz. for flash	
Litmus Paper, per sheet - - - - .05	lights - - - - -	.50
Rodinal (3 oz. bottle) - - - - .75		



