

SEARS ROEBUCK & Co's CAMERA FACTORY



This picture shows our own big new camera factory at Rochester, Minn., where we make the highest grade cameras made in the world, which we sell at about one-half the prices charged by others for cameras that will not compare with those made by us in our factory at Rochester.

LOW PRICES EXPLAINED.

OUR PRICES, which, quality for quality, are about one-half the prices charged by others, are made possible by reason of our owning, controlling and running our own camera factory, running the factory to its full capacity every day in the year, thus reducing the cost of the highest grade cameras made in the world to the mere cost of material and labor, to which we add only our one small percentage of profit, making our prices (quality considered) about one-half the price others ask.

OUR 10 DAYS' FREE TRIAL COMPARISON OFFER.

SEND US AN ORDER for any camera. Remember you get the outfit at factory cost. Either enclose our price, as quoted in this catalogue, or \$1.00 (balance payable at your express office after you have examined the camera), and we will send the camera you select with the understanding and agreement, first, that it must reach you promptly and in perfect condition; second, that you can give it ten days' free trial, during which time you can put it to any test. You can compare it with cameras sold by others at double our price and if you do not find it

PERFECTLY SATISFACTORY, LOWER IN PRICE, BETTER IN QUALITY

and in every way more satisfactory and better than any similar style of camera you can buy elsewhere, you can send the camera back to us at our expense and we will immediately return your money, including any express charges paid by you.

QUALITY GUARANTEED.

EVERY CAMERA we make in our big new camera factory at Rochester is covered by our binding guarantee, by the terms and conditions of which, if any piece or part in any way gives out or fails to perform its duty properly by reason of defective material or poor workmanship, we will replace or repair such camera free of charge and stand the express charges both ways. The cameras of our make are simpler to operate, easier to understand, less liable to get out of order, wear longer and take better pictures than any other cameras made in the world.

DON'T BUY FROM A TRUST.

AS NEARLY ALL the cameras made in the United States are made by one concern, one manufacturer (even though they are sold under several different company names) and this one manufacturer is try-

ing to monopolize the camera business of the United States and thus compel you to pay two or three prices for the camera, if you don't buy from us you will be almost sure to buy a trust camera from anyone else and, quality considered, pay double the price we ask for cameras made in our own factory.

HOW THEY TRIED TO FORCE US TO HIGH PRICES.

THE MANAGER of this big camera monopoly came to us and told us that we must sell their cameras and only theirs under penalty of war. They told us that we must sell at prices fixed by them, at prices unreasonably high. **WE REFUSED, AND NOW IT IS WAR TO THE KNIFE.** We built our own camera factory in order to make better cameras than the monopoly ever made, cameras to sell at factory cost with only our one small profit added, better cameras than monopoly cameras, and at one-half the prices of monopoly cameras. **ARE YOU WITH US IN THIS FIGHT?** We need your support. If you buy a camera from us you are not helping to support any trust, any camera monopoly, you are not helping to support high prices, but you will be helping us in waging a low price war, helping us to maintain our factory price plan on the best cameras made in America. **MR. CAMERA DEALER:** You know about this war. You know that the Camera Trust has threatened to drive us out of business by refusing to furnish us photographic goods, if we continue to maintain low prices on cameras. You know we are in the right. You know we have got the best cameras. You know the high prices you would have to pay today for cameras if we were not waging this war against the trust. We need your support also. Help us a little by a trial order for a few cameras. Compared side by side our cameras will sell for more money, style for style and size for size, than any other cameras you are now selling. They will cost you less money and please your customer much better.

THREE-FOURTHS OF THE PHOTOGRAPHIC SUPPLIES sold in this country are controlled by the trust. In supplies also they tried to force us to sell their goods and ask high prices. We refused to do it. In many lines of photographic supplies this compelled us to manufacture the goods ourselves. As a result you can buy the highest quality of everything in photographic supplies from us for about one-half the price you would pay Mr. Dealer who is compelled to handle trust made goods. Just note our low prices on plates, paper, card mounts, chemicals, etc., and see how much we save you as compared to the prices all others ask.

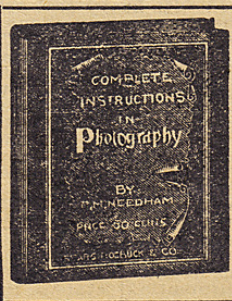
REMEMBER, you will share in our profits if you send us an order from this department. We send you a profit sharing certificate showing the amount of your purchase for every order, and when these certificates amount to certain sums, you can get various kinds of goods entirely free of charge, as explained on the last pages of this book.

COMPLETE INSTRUCTIONS IN PHOTOGRAPHY

OUR NEW 112-PAGE MANUAL FREE WITH EVERY CAMERA WE SELL.

A SPECIAL FEATURE of our photographic outfits is the book, "Complete Instructions in Photography," a 112-page manual, which is included free of charge with every camera or complete outfit.

THIS BOOK WAS WRITTEN EXPRESSLY FOR US by one of the most expert photographers in the United States; a man who has spent fifteen years in making photographs, teaching photography, and selling photographic merchandise to both amateur and professional photographers. The experience thus gained, not only in the actual processes of photography, but in contact with other photographers—with amateurs and with beginners—enables him to appreciate and to understand, better than anyone else, the difficulties met with and the errors made by beginners. This experience enables him to understand just what the beginner wants to know, enables him to make it plain and simple, and the success which is attending the efforts of those who are already using "Complete Instructions in Photography" is the best proof we can offer as to its value.



professional photographers; **GIVES DOZENS OF VALUABLE FORMULAS OR RECIPES**; tells you how to make your own developers, your own solutions of all kinds; tells you how to determine the correct amount of exposure, how to save plates which are wrongly exposed, how to make good portraits, how to make blue paper, how to dry a negative in five minutes, **HOW TO MAKE MONEY IN PHOTOGRAPHY**, how to avoid all the troubles sometimes met with by beginners, how to select a camera; tells all about a hundred other things which we haven't space to mention here.

REMEMBER, There is no other book like it. It was written expressly for us. It is published only by us, and can be secured only from us.

IT COSTS YOU NOTHING.

WE INCLUDE IT FREE OF CHARGE with every camera which we sell. If you already have an outfit and desire a copy of the book, we will include it free of charge with an order for photographic supplies amounting to \$2.50 or more (provided you state in your order that you desire it). We do not sell this book. We had it written and publish it exclusively for the benefit of our customers, but in order to protect ourselves against actual loss, we are obliged to give it only to those who send us an order for at least \$2.50 worth of photographic goods, and state in their order that a copy of "Complete Instructions in Photography" is desired.

COMPLETE INSTRUCTIONS IN PHOTOGRAPHY answers all your questions, solves all your difficulties, anticipates all your troubles and makes photography easy. Indispensable to the beginner, invaluable to the advanced photographer. Complete Instructions in Photography tells secrets of the trade never before published; gives valuable information heretofore possessed only by a few pro-

THE PERFECTION JR. CAMERA AT FACTORY PRICE \$1.48

A HIGH GRADE AND THOROUGHLY PRACTICAL CAMERA FOR 3 1/2 X 3 1/2 PICTURES.



THE PERFECTION Jr. CAMERA. \$7.50 OUTFIT FOR \$2.49

"COMPLETE INSTRUCTIONS IN PHOTOGRAPHY" FREE WITH THIS CAMERA See Page 325.

MADE IN OUR OWN FACTORY

and sold to you at manufacturer's price, one-half the prices asked by other concerns for goods of equal merit. There is nothing to get out of order, as they are constructed in the simplest possible form, having no unnecessary springs, catches or adjustments to get out of order and annoy the owner or create a source of expense.



THE PERFECTION JR. OUTFIT CONTAINS:

1 Perfection Jr. Camera. 1 Metal Dark Room Lamp. 1 Tray for Developing Plates. 1 Tray for Fixing Plates. 1 Tray for Toning Prints. 1 Printing Frame. 1 Measuring Glass. 1 Print Roller for smoothing down the prints when mounted. 1 Paste Brush for mounting. 4 doz. Dry Plates for making negatives. 1 doz. Sheets Sensitized Paper. 1 doz. Embossed Border Cards for mounting the pictures. 1 Package Dry Developer (makes 8 oz. of solution). 1 Package Dry Toner (makes 8 oz. of solution). 1 Package Hypo, for fixing negatives and prints. 1 Jar Prepared and Scented Mounting Paste. 1 Copy "Complete Instructions in Photography." The Camera alone, if purchased from the regular retail dealers, would cost you \$4.00, and the complete developing and material outfit as listed above would cost at least \$3.50, making the total value of the Perfection Jr. Camera and outfit at retail \$7.50. The fact that we make these goods in our own factory enables us to offer you the complete outfit for actually less than the retail dealer can buy it for.

No. 20E2040 The Perfection Jr. Camera and Complete Developing and Material Outfit, as described above, and one double dry plate holder. Price..... \$2.49

No. 20E2041 The Perfection Jr. Camera with one double dry plate holder, but without the complete outfit. Price..... \$1.48

No. 20E2042 Extra Double Plate Holders. Price, each..... .28 If by mail, postage extra, 5 cents.

THIS CAMERA is fitted with a high grade single achromatic lens of universal focus and therefore always in adjustment, not requiring to be focused when a picture is taken. It is guaranteed to cover the plate sharp and clear to the extreme corners and to make first class, perfect pictures.

THE SHUTTER is an exceedingly effective device, and at the same time very simple, entirely automatic in action and arranged for both instantaneous and time exposures.

THE PERFECTION JR. CAMERA is made from thoroughly seasoned kiln dried lumber, workmanship and finish throughout is first class, covered with black seal grain keratol with black oxidized metal trimmings.

THE PERFECTION JR. CAMERA measures 4 3/4 x 5 1/2 x 7 1/4 inches; weighs 18 ounces; has space in the back for three double plate holders, and is fitted with view finder and tripod socket.

YOU WILL GET A PROFIT SHARING CERTIFICATE WITH YOUR PURCHASE.

SEROCO POCKET CAMERA, 3 1/4 x 4 1/4, \$3.45; 4 x 5, \$3.90.

"COMPLETE INSTRUCTIONS IN PHOTOGRAPHY" FREE WITH THESE CAMERAS See Page 325.

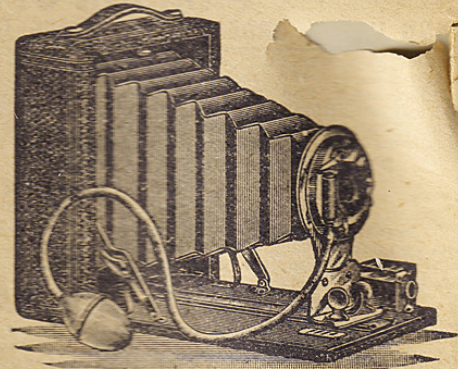
SPECIFICATIONS:

SOLID MAHOGANY PIANO FINISH
GENUINE SEAL GRAIN MOROCCO LEATHER COVERING
HIGH GRADE ACHROMATIC LENS
WOLLENSAK JUNIOR AUTOMATIC SHUTTER

PIANO HINGE
GROUND GLASS FOCUSING SCREEN
ACCURATE FINDER
NICKEL PLATED TRIMMINGS

THE SEROCO POCKET CAMERA is the smallest, most compact and, at the same time, the most thoroughly practical folding camera on the market. The woodwork throughout is of the finest Honduras mahogany, thoroughly seasoned and highly finished. The covering is the best grade of genuine seal grain morocco leather. All metal parts are brass, nickel plated and highly polished, not only the most beautiful, but the most durable finish that can be used. **THE BELLOWS** is the very best grade of black leather, lined with lightproof gossamer cloth. **THE LENS** is a high class single achromatic, especially for use in small compact cameras of this type, guaranteed to cover the plate to the extreme corners. **THE SHUTTER** is the very latest type of the Junior Automatic, bulb release, fitted with Iris diaphragm and made by the Wollensak Optical Company. In spite of the extremely low price at which we offer the Seroco Pocket Camera, it is equal in finish and workmanship to our very best cameras, receiving the same careful attention as our highest priced cameras.

No. 20E2055 Seroco Pocket Camera, 3 1/4 x 4 1/4. Price..... \$3.45
No. 20E2056 Seroco Pocket Camera, 4x5. Price..... 3.90
The above special prices include the camera complete, with lens and shutter and one double plate holder, but do not include carrying case, which is not necessary with a camera of this type.
No. 20E2057 Extra Plate Holders for the Seroco Pocket Camera. Size, 3 1/4 x 4 1/4. Price, each..... 30c
Size, 4 x 5. Price, each..... 35c



OUR SEROCO JR. FOLDING CAMERA AT \$4.50 FOR THE 4x5 SIZE AT \$5.75 FOR THE 5x7 SIZE

"COMPLETE INSTRUCTIONS IN PHOTOGRAPHY" FREE WITH THESE CAMERAS. SEE PAGE 325.

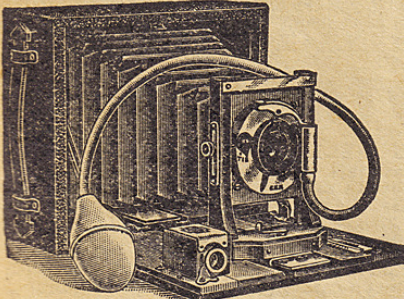
OUR SPECIAL FACTORY PRICES for the Seroco, Jr. Folding Camera are based on the actual cost of material and labor, with but our one small percentage of profit added, and are the lowest prices ever made for cameras of this grade.

OUR SEROCO JR. FOLDING CAMERA

represents one of the very latest styles. It embodies all the most up to date features of all high grade folding cameras with the defects of none. With the Seroco Jr. Folding Camera, you can accomplish any results and do any kind of work that can be done with other cameras at from three to five times our prices, and as we include without extra charge a copy of our new 112-page manual, "Complete Instructions in Photography," the making of perfect pictures with this camera is a simple matter, even for those without the slightest previous experience or knowledge of photography. The Seroco Jr. Folding Camera is constructed throughout of selected Honduras mahogany, with highly polished piano finish. It is covered with heavy seal grain black morocco leather of best quality, the bellows are made of an excellent quality of red leather, lined with absolutely lightproof black gossamer cloth. The trimmings and all metal parts are nickel plated and highly polished, thus making an exceedingly handsome appearance in contrast with the dark, rich finish of the mahogany woodwork.

THE VIEW FINDER IS REVERSIBLE

and the camera is fitted with two tripod sockets, thus making it available for either vertical or horizontal pictures, both when used with a tripod or when used as a hand camera. The Seroco Jr. Folding Camera is made with rising and falling front for regulating the relative amount of sky and foreground. It is provided with a ground glass focusing screen for careful and accurate appearance in contrast with the dark, rich finish of the mahogany woodwork. An accurate focusing scale is carefully adjusted and enables the user to focus the camera instantly when it is not desirable to use the ground glass.

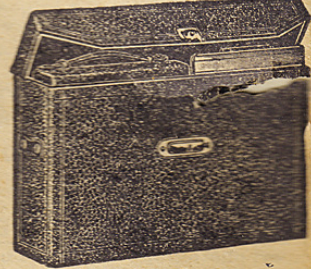


Camera Open.

work, and this ground glass is protected from injury, when not in use, by a hinged panel. An accurate focusing scale is carefully adjusted and enables the user to focus the camera instantly when it is not desirable to use the ground glass.

LENSES The lenses used in our Seroco Jr. Folding Camera are made expressly for this camera by the Rochester Lens Company, and are the highest grade of single achromatic lenses which this manufacturer turns out. They possess great depth of focus, covering the plate sharply to the extreme corners, work very rapidly, producing sharp, clear pictures with fine detail.

SHUTTER We use in our Seroco Jr. Folding Camera the Junior Automatic Shutter, one of the latest productions of the celebrated Wollensak Optical Company. It is entirely automatic in its action, requiring only a pressure of the bulb to make any kind of exposure desired. It is so arranged that it may be set for either instantaneous, time or bulb exposures, thus covering the entire range of adjustments, the same as possessed by the very highest priced shutters on the market.



Carrying Case.

OUR SPECIAL \$4.50 AND \$5.75 PRICES INCLUDE

the Seroco Jr. Folding Camera complete with lens, Automatic Junior shutter, carrying case and one double plate holder.
No. 20E2064 The 4x5 Seroco Jr. Folding Camera, complete as above stated. Price..... \$4.50
No. 20E2066 The 5x7 Seroco Jr. Folding Camera, complete as above stated. Price..... \$5.75
Extra Holders, 4x5, 45 cents each; 5x7, 60 cents each. This camera uses the Seroco Holders, see No. 20E2510 for description.

GIVE NAME OF CAMERA, CATALOGUE NUMBER AND SIZE WHEN YOU ORDER.

THE 4x5 DELMAR CAMERA

OUR SPECIAL FACTORY TO USER PRICE, \$1.78

MADE IN OUR OWN FACTORY AT ROCHESTER.

THE IMMENSE SALE OF THESE most popular cameras and outfits has made it possible for us to manufacture them in enormous quantities and by purchasing the chemicals by the barrel, and the other materials by the thousands of each, and by assembling and boxing the outfits by the thousands, being satisfied with a very small percentage of profit, we are able to CUT THE PRICE IN TWO, while other concerns still insist on selling with large profits (which has always been the custom in the photographic line), with the result that they sell small quantities of goods and charge their patrons double what they should.

THE SIZE AND STYLE OF THE DELMAR 4x5 is by far the most popular on the market, and this statement will be better appreciated when we say that we believe at least seven out of ten of all the amateur cameras sold are of this same size and style. While it takes a 4x5 cabinet size picture, its outside dimensions are only 6x7x8 1/4 inches, and it weighs but 34 ounces. One Double Plate Holder for two plates is included with each camera, and there is space in the camera for two extra holders, giving a capacity for six plates.

THE LENS is what is known as the Meniscus Achromatic, and is the finest universal focus lens made; in fact, is the same grade and quality as used in cameras which sell as high as \$10.00 to \$15.00. It has great depth of focus, which gives full and sharp detail to objects at a distance as well as to those which are near by.

THE SHUTTER is automatic and always set, being operated by a spring in connection with a very ingenious device; is very simple, with no complicated parts to get out of order, but so perfect in its arrangement that it can be instantly changed for either snap shot or time exposures.

THE VIEW FINDERS form a part of the camera, and not only are they of invaluable assistance in locating and centering the objects to be photographed, but they add much to its artistic appearance.



SIMPLICITY. The ease of manipulation is one of the best features of this outfit. Remember, the shutter is always set, you don't have to turn any buttons or push any levers before making an exposure, operations which are very apt to be forgotten or wrongly executed in the excitement of the moment; and you don't have to focus each time a picture is made, as the lens is of universal focus, always ready. With other cameras many a fine picture is lost because of the delay in setting the shutter, focusing, etc. In the meantime the subject is gone or the scene is changed, but the Delmar Camera is always ready.

THINK SERIOUSLY of the opportunity to possess a camera and complete outfit for making 4x5 pictures for the small sum of \$2.98 and then ask yourself what would afford you more pleasure than to own a photographic outfit with which you could, as the opportunities present themselves, take the pictures of your friends and relatives, brothers and sisters; the pets, such as dogs, cats and horses; the home, both inside and out; pretty landscapes and places of interest seen while on your rambles, and especially the picture of the baby in all its cute and amusing positions. It will not be fully realized, until after years, what treasures have been secured in the way of pictures of friends and places or things of interest.

THE COMPLETE OUTFIT CONTAINS:

- | | | |
|---|--|---|
| 1 4x5 Delmar Camera, with Double Plate Holder. | 1 Paste Brush. | 1 Dozen Sheets Sensitized Paper. |
| 1 Metal Dark Room Lamp. | 1 Graduated Glass for Measuring Liquids. | 1 Printing Frame. |
| 1 Tray for Developing Plates. | 1 Dozen Card Mounts with fancy embossed borders. | 1 Package Hypo for fixing Negatives and Prints. |
| 1 Tray for Fixing Plates. | 1 Package Concentrated Dry Developer (makes 8 ounces of solution). | 1 Jar of fine Scented Photo Mounting Paste. |
| 1 Tray for Toning Prints. | 1 Package Concentrated Dry Toner (makes 8 ounces of solution). | 1 Copy of "Complete Instructions in Photography." |
| 1 Print Roller for smoothing down the mounted prints. | | |
| 1/2 Dozen Dry Plates. | | |

Everything in the outfit is the best that can be secured.



This Picture was taken with the Delmar Camera.

THE PICTURE OF THE FOOTBALL TEAM which we show above, will give you some idea of the style and an exact idea of the size of picture that can be taken with the Delmar Camera. It is, however, impossible for us to show, by means of the above picture the fine detail and delicate shading that appears in the original photograph, as these fine points are lost when we reproduce a photograph by the ordinary process of printing, such as we use in printing this page.

THE DELMAR CAMERA has a beautiful black seal grain finished covering, has leather handle for carrying, and two tripod sockets for attaching a tripod when desired, for either perpendicular or horizontal pictures, and uses dry plates only, same as used by the best professional photographers.

YOUR PROFIT SHARING CERTIFICATE

WILL HELP YOU GET SOMETHING VALUABLE ENTIRELY FREE

THE DEVELOPING OUTFIT.



FREE with the DELMAR "COMPLETE CAMERA" **INSTRUCTIONS IN PHOTOGRAPHY.** See Page 325.

No. 20E2050 The 4x5 Delmar Camera, with one double plate holder and complete developing, finishing and material outfit, as described above. **\$2.98**

NOTE—If you have no express office near you, we can; by making several packages of this outfit, ship same by mail, the postage required being \$1.50.

No. 20E2051 The 4x5 Delmar Camera, with one doubleplate holder, but without the developing, finishing and material outfits. **\$1.78**

If by mail, postage extra, 50 cents.
No. 20E2052 Extra Double Plate Holders. Price, each. **.28c**
If by mail, postage extra, 6 cents.

See following pages for extra supplies, such as dry plates, sensitized paper, developers, toners, etc. Any of the supplies listed in this catalogue are suitable for the Delmar Camera.

SEROCO A CYCLE FOLDING CAMERA, AT \$8.10 FOR 4X5 PICTURES; AT \$9.20 FOR 5X7 PICTURES.

MADE IN OUR OWN FACTORY AT ROCHESTER AND SOLD TO YOU AT MANUFACTURERS' PRICES.

THE FINEST HONDURAS MAHOGANY, thoroughly seasoned, is used in making this camera, even those portions which are covered being made of mahogany instead of from cheaper wood, as is the case with many cameras now on the market.

ALL METAL PARTS are made of brass, nickel plated and highly polished, carefully and accurately fitted and beautifully finished.

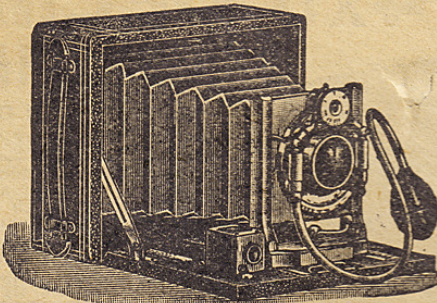
THE COVERING is a fine grade of genuine seal grain leather. We use no imitation leather in any of the Seroco Cameras.

THE BELLOWS IS MADE from an extra quality of red leather, very elegant in appearance, strong and durable and lined with light proof black gossamer cloth.

LENS. The lens is a high grade double rapid rectilinear, made especially for the Seroco cameras, by one of the best lens makers; a lens that possesses great depth of focus, covers the plate sharply to the extreme corners and is absolutely guaranteed in every respect.

THE SEROCO A CAMERA is made with rising and falling front for regulating sky and foreground, a spring actuated ground glass focusing screen, an accurately adjusted focus scale and two tripod sockets.

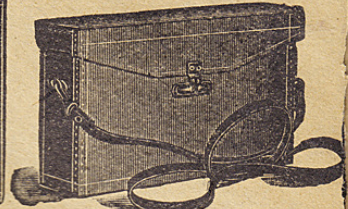
THE FINISH AND WORKMANSHIP on the Seroco A Camera is of the very highest order, these cameras being made in the same factory and by the same workmen who turn out our very highest grade cameras, and they receive the same careful attention, the same rigid inspection and the same strict attention to the smallest detail of construction.



SEROCO A Cycle Folding Camera Open.



Camera Closed.



Carrying Case.

SPECIFICATIONS—Solid Mahogany, Plano Finish, Genuine Leather Covering, Double Rectilinear Lens, Wollensak Regular Double Valve Shutter, Nickel Plated Trimmings.

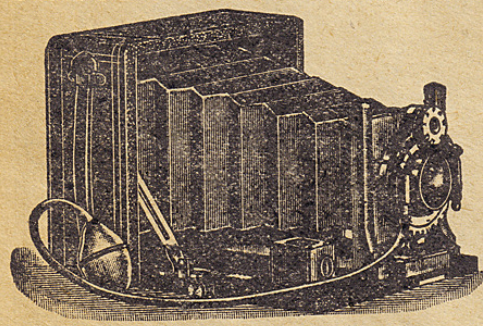
SHUTTER. The Wollensak regular shutter forms a part of the equipment of the Seroco A Camera, and this shutter is universally recognized as one of the best shutters made. It is arranged for making automatic exposures of from $\frac{1}{25}$ of a second to one full second, or time exposures of any desired length.

THE CARRYING CASE is made from the best black sole leather, strongly made, and has room for the camera and four double plate holders.

THESE SPECIAL PRICES include the camera complete with lens, shutter, one double plate holder and carrying case
 No. 20E2085 Seroco A Cycle Folding Camera, 4x5. Price..... \$8.10
 No. 20E2086 Seroco A Cycle Folding Camera, 5x7. Price..... 9.20
 Extra Plate Holders, 4x5, 45c each; 5x7, 60c each; see No. 20E2510. Shoulder Strap, 22 cents extra. For Developing Outfits see Nos. 20E2899 and 20E2900.

"Complete Instructions in Photography" FREE with these cameras, see page 325.

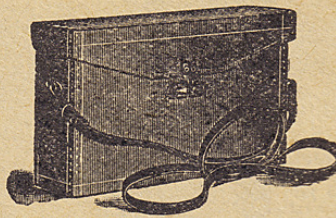
SEROCO B CYCLE FOLDING CAMERA, AT \$9.15 FOR 4X5 PICTURES; AT \$10.40 FOR 5X7 PICTURES.



SEROCO B Cycle Folding Camera Open.



Camera Closed.



Carrying Case.

SPECIFICATIONS—Solid Mahogany, Plano Finish, Genuine Leather Covering, Double Rectilinear Lens, Wollensak Shutter, Rack and Pinion Focus Movement, Swing Back.

THE SEROCO B CAMERA embodies all of the good points of the Seroco A Camera, is constructed throughout in the same careful and substantial manner with the same rigid attention to the smallest details of construction, and in addition is provided with a finely made rack and pinion focus movement, also an easily operated swing back.

THE RACK AND PINION FOCUS MOVEMENT is a particularly desirable adjustment as it affords a very convenient means of focusing—the operation being accomplished by turning a milled head screw, instead of sliding the front of the camera out by hand.

THE SWING BACK is also a very desirable adjustment, greatly increasing the efficiency of the camera, especially when photographing buildings, as this adjustment enables one to entirely overcome the distortion which sometimes is unavoidable with cameras which are not provided with a swing back.

LENS. The lens with which the Seroco B Camera is equipped is a special rapid rectilinear double lens of the very best quality—a lens which we can guarantee to do the very highest grade of work and equal in every respect to lenses furnished with many cameras costing from \$20.00 to \$30.00.

THE SEROCO B CAMERA is made throughout of solid mahogany, no other wood being used in any part of its construction. The covering is a high grade of black seal grain leather, the metal parts are of highly polished, nickel plated brass and the wood work is French polished, regular plano finish.

ADJUSTMENTS. The Seroco B Camera is provided with all necessary adjustments for any ordinary work, including rack and pinion focus movement, swing back, rising and falling front, spring actuated ground glass focusing screen, accurately adjusted focus scale, reversible view finder and two tripod sockets.

FOR LANDSCAPE WORK, views of buildings, flash light interiors, groups, etc., the Seroco B Camera meets every requirement and it is a camera which we can unhesitatingly recommend as fully guarantee in every respect.

THE CARRYING CASE furnished with the Seroco B Camera is made from the best quality of heavy, black sole leather, strongly and substantially made, and contains room enough for the camera and four double plate holders.

THESE SPECIAL PRICES include the camera complete with lens, shutter, one double plate holder and carrying case.
 No. 20E2090 Seroco B Cycle Folding Camera, 4x5. Price..... \$ 9.15
 No. 20E2091 Seroco B Cycle Folding Camera, 5x7. Price..... 10.40
 Extra Plate Holders, 4x5, 45c each; 5x7, 60c each; see No. 20E2510. Shoulder Strap, 22 cents extra. For Developing Outfits see Nos. 20E2899 and 20E2900.

"Complete Instructions in Photography" FREE with these cameras, see page 325.

SEROCO C CYCLE FOLDING CAMERA, AT \$10.35 FOR 4X5 PICTURES; AT \$13.25 FOR 5X7 PICTURES.

WE OFFER THE SEROCO CAMERA as the equal of any camera in its class on the market, regardless of price. It represents the acme of perfection in this style of a camera, embracing all of the improvements and attachments ever constructed in a camera of this design.

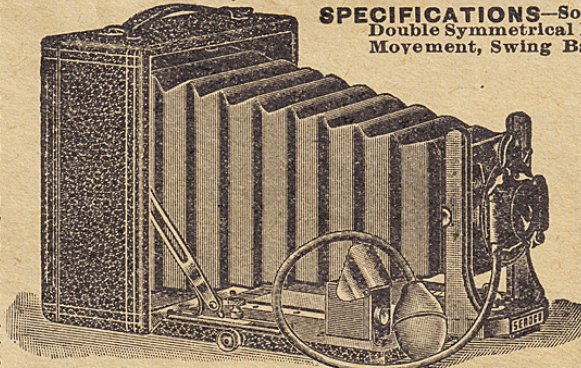
IN CONSTRUCTION AND WORKMANSHIP the Seroco C Camera is strictly high grade in every sense of the word, and the wood-work is made from solid mahogany throughout.

THE COVERING is the very best quality of genuine seal grain morocco leather. The metal work is of highly polished, nickel plated brass, and the entire camera is finished in the most careful and accurate manner.

THE RACK AND PINION FOCUS MOVEMENT makes rapid and accurate focusing very easy, and the plano hinge, by which the bed is connected to the body of the camera, not only adds to the elegant appearance of the instrument, but also increases its strength and rigidity.

LENS. The lens with which the Seroco C Camera is provided is an extra high grade double symmetrical lens, a lens that is the equal in every respect of lenses used on the most expensive cameras, and superior in every way to lenses usually furnished with cameras at moderate prices. We believe that we are the first dealers in cameras to furnish even our moderate priced cameras with strictly high grade lenses.

SHUTTER. The Wollensak double valve shutter is one of the latest and most up to date shutters on the market; and we decided to equip the Seroco C Camera with this shutter only after a most careful and rigid test of its qualities. This shutter makes automatic exposures of any length from $\frac{1}{25}$ of a second to one second, also time or bulb exposures of any desired length. It is provided with a fine iris diaphragm and is without doubt one of the best shutters on the market today.



SEROCO C Cycle Folding Camera Open.



Camera Closed.



Carrying Case.

SPECIFICATIONS—Solid Mahogany, Plano Finish, Genuine Morocco Leather Covering, Double Symmetrical Lens, Wollensak Double Valve Shutter, Rack and Pinion Focus Movement, Swing Back, Reversible Back, Plano Hinge, Brilliant Finder.

ANTI-TRUST.

BRILLIANT FINDERS. The Seroco C Camera is equipped with the latest style of brilliant finder—a finder far superior to the ordinary style—of a special construction which secures a most brilliant and perfect image.

THE REVERSIBLE BACK is a most desirable feature, enabling the operator to take either vertical or horizontal pictures without changing the position of the camera.

IN ADDITION to the reversible back, rack and pinion focus movement, swing back and plano hinge, the Seroco C Camera is also provided with rising and falling front, spring actuated ground glass focusing screen, reversible brilliant finder, accurately adjusted focus scale and tripod socket.

THESE SPECIAL PRICES include the camera complete with lens, shutter, one double plate holder and carrying case.
 No. 20E2100 Seroco C Cycle Folding Camera, 4x5. Price..... \$10.35
 No. 20E2101 Seroco C Cycle Folding Camera, 5x7. Price..... 13.25
 Extra Plate Holders, 4x5, 45c each; 5x7, 60c each; see No. 20E2510. Shoulder Strap, 22 cents extra. For Developing Outfits see Nos. 20E2899 and 20E2900.

"Complete Instructions in Photography" FREE with these cameras, see page 325.

SEROCO LONG FOCUS CAMERA, \$11.50

LATEST MODEL **\$11.50**

buys the latest Model of the Long Focus Reversible Back Seroco Cycle Folding Camera, the highest grade camera in its class, the equal of any other camera made, regardless of price.

"COMPLETE INSTRUCTIONS IN PHOTOGRAPHY"

FREE

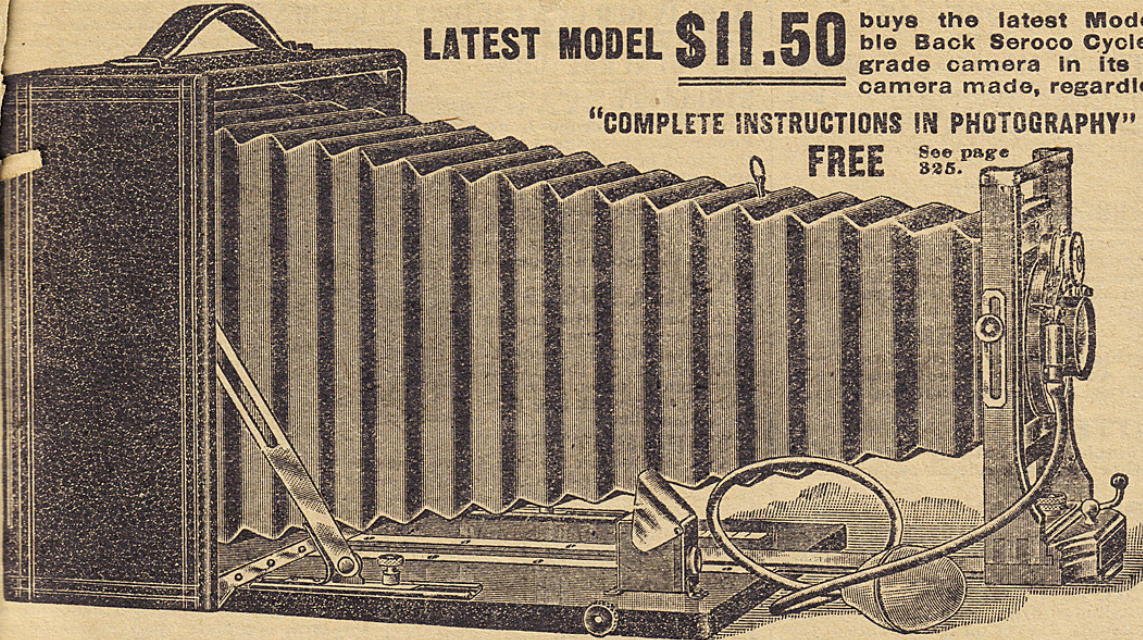
See page 325.

SPECIFICATIONS:

Solid Mahogany throughout, Nickered Brass Trimmings, Morocco Leather Covering, High Grade Double Symmetrical Lens, Wollensak Double Valve Shutter, Swing Back, Rack and Pinion Focus Movement, Reversible Back, Long Bellows, Removable Lens Board, Rising and Falling Front, Sliding Front, Plano Hinge, Brilliant Finder.

FACTORY PRICES:

4 x 5	\$11.50
5 x 7	14.25
6½ x 8½	21.90
8 x 10	28.10



The Seroco Long Focus Camera.

Size.	Focal Capacity Ground Glass to Front Board.	Equivalent Focus of Lens.	Focus of Rear Combination of Lens.
4 x 5	12 inches	6¼ inches	10 inches
5 x 7	16½ inches	8¼ inches	14 inches
6½ x 8½	20 inches	11 inches	18 inches
8 x 10	23 inches	13 inches	21 inches

MADE IN OUR OWN FACTORY AT ROCHESTER.

The special prices we name on the Seroco Long Focus Cameras are made possible only by the fact that we make these cameras ourselves, in our own factory, and sell them with only one small profit added to the actual factory cost.

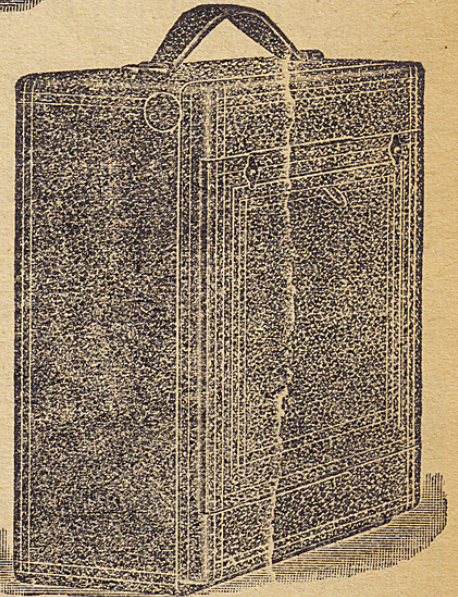
OUR ILLUSTRATIONS, engraved by our artist direct from photographs of the camera, give you some idea of the appearance of the Seroco Long Focus Camera, but in order to fully appreciate this instrument, you must see it. The beautifully polished mahogany woodwork and the highly finished, nickel plated brass trimmings contrasted with the fine black morocco covering and the rich red leather bellows, gives this instrument a strikingly handsome appearance.

THE LENS. One of the features of this camera is the extra high grade Symmetrical Lens—a double combination lens manufactured expressly for this camera and the very highest grade Symmetrical Lens that we can purchase. Either the front or rear combination of this lens can be used alone when desired, and as the focal length of either combination alone is about double that of the entire combination, the efficiency of the camera is greatly increased, as this is equivalent to having two lenses, one double the focal length of the other.

THE SHUTTER. We equip the Seroco Long Focus Camera with the Wollensak Double Valve Regular Shutter—a shutter that we can absolutely guarantee in every respect, simple and easy to operate, free from liability to get out of order—a shutter that has stood the test of time.

THE BELLOWS. The Seroco Long Focus Camera is equipped with an exceptionally good bellows, made from the best grade of leather, lined with special light proof gossamer cloth, and no glue whatever is employed in its construction, only the best rubber cement being employed. This bellows is made extra long, thus securing results in distant landscape photography, portraiture, copying, etc., which are entirely beyond the capacity of ordinary short bellows cameras. This long bellows also permits the use of the rear combination alone when desired for very long focus work.

THE REVERSIBLE BACK is of the very latest design, a style that is more easily operated and more convenient than any reversible back heretofore made. Changing the plate from one position to another is accomplished simply by pressing a concealed button on either side of the camera. There are no clips or catches of any sort to cause annoyance.



Seroco Long Focus Camera Closed.

THE SWING BACK. The swing with which the Seroco Long Focus Camera is equipped is one of the most perfect devices of the kind ever constructed, being controlled by the two set screws at the base of the side arms on either side of the camera. By simply loosening these screws the back can be swung either forward or backward to any desired angle and securely clamped by tightening the same screws, an adjustment that is quickly and easily made.

IN ADDITION to the special points mentioned above, including the Reversible Back, the Extra Long Bellows and the Swing Back, this camera is also fitted with all the other adjustments with which high grade cameras are usually provided, including a finely made rack and pinion focus movement, detachable lens board, rising and falling front, sliding front, plano hinge, brilliant reversible finder, and accurately adjusted focus scale.

ABOUT THE CARRYING CASES. We furnish with the Seroco Long Focus Camera the very best carrying cases that we can obtain, carefully and strongly made from a fine grade of heavy sole leather. The carrying case furnished with the 4x5 size has room for four plate holders, the 5x7 size has room for five plate holders, the 6½x8½ size has room for six plate holders and the 8x10 size has room for four plate holders.

Shoulder straps are not included unless ordered extra.

PRICES:

No. 20E2140	The Seroco Long Focus Camera, 4 x 5	\$11.50
No. 20E2141	The Seroco Long Focus Camera, 5 x 7	14.25
No. 20E2142	The Seroco Long Focus Camera, 6½ x 8½	21.90
No. 20E2143	The Seroco Long Focus Camera, 8 x 10	28.10

FOR PRICES ON THESE CAMERAS WITH ANASTIGMAT LENSES, See Page 334

UNDERSTAND, at the above prices we furnish the Cameras complete with High Grade Symmetrical Lens, Wollensak Shutter, Sole Leather Carrying Case, and one double Plate Holder.

Extra Plate Holders, 4x5, 45c each; 5x7, 60c each; 6½x8½, 79c each; 8x10, \$1.10 each. See No. 20E2510. Shoulder strap, 22c extra. For Complete Developing Outfits suitable for use with the Seroco Long Focus Camera, see No. 20E2900.

TEN DAYS' FREE TRIAL OFFER. Select the size you desire, send us the price as quoted on this page, and we will ship the camera to you, guaranteeing it to arrive in perfect order, and will allow you the privilege of testing it for ten days, during which time you can put it to any test, you can compare it with other cameras at double our price, and if you are not thoroughly convinced that this camera is all and even more than we claim for it, return it to us at our expense and we will return your money in full, including express charges. **REMEMBER** you get a valuable **PROFIT SHARING CERTIFICATE** when you buy this camera.



Carrying Case for Seroco Long Focus Camera.

THE 4x5 SEROCO MAGAZINE CAMERA,

"COMPLETE INSTRUCTIONS IN PHOTOGRAPHY."
Free with SEROCO MAGAZINE CAMERA. See page 325.

\$3.90

No. 20E2145

THE SEROCO MAGAZINE CAMERA.

This Camera represents the very latest advances in the construction of magazine plate cameras. It takes pictures 4x5 inches and carries twelve plates with one loading.

THE SEROCO MAGAZINE CAMERA

is very substantially and strongly constructed from kiln dried lumber, covered with heavy seal grain black morocco leather and all exposed metal parts are finely nickel plated.

THE LENS

in this camera is a High Grade Single Achromatic of universal focus, made expressly for this camera and guaranteed to cover the plate sharp to the extreme corners.

THE SHUTTER

is our latest design, fitted with three diaphragms, entirely automatic in action, and arranged to be operated either by finger release or pneumatic bulb and tube.

THE PLATE DROPPING DEVICE

is the result of years of study and experiment by practical magazine camera builders and is in every respect superior to any plate dropping device ever before made.

IT IS ABSOLUTELY POSITIVE IN ACTION,

an ingenious arrangement, making it impossible to drop more than one plate at a time, and it is operated simply by pushing a lever on the outside of the camera.

THE PLATES

are inserted at the back of the camera, and are removed through a hinged door at the bottom. Any number of exposed plates can be taken from the camera for development, without disturbing the balance of the unexposed plates.

EQUAL TO A FILM CAMERA

In compactness and simplicity of operation, but using dry plates, generally acknowledged to be the best medium for negative making, and presenting the additional advantage, as compared with film cameras, of greater economy, plates costing only one-half as much as film.

No. 20E2145 Seroco Magazine Camera.

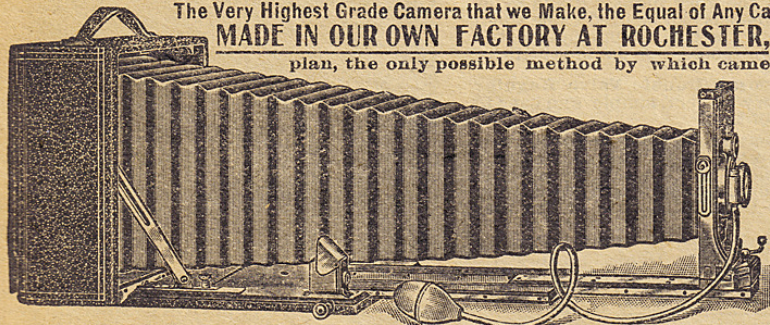
Price, complete, ready for use.....\$3.90

THE SEROCO DOUBLE EXTENSION CYCLE FOLDING CAMERA.

The Very Highest Grade Camera that we Make, the Equal of Any Camera Made, Regardless of Price.

MADE IN OUR OWN FACTORY AT ROCHESTER,

plan, the only possible method by which cameras



THE SEROCO DOUBLE EXTENSION CAMERA.

THE LENS. We equip the Seroco Double Extension Camera with an extra high grade, convertible, three-focus lens, made expressly for this camera, the very best convertible lens that we can buy. This lens is composed of two perfectly corrected combinations, the front combination having longer focal length than the rear combination. As either the front or rear combination may be used alone, we have three different focal lengths available, thus meeting any possible requirement.

THE SEROCO DOUBLE EXTENSION CAMERA is made throughout from thoroughly seasoned, kiln dried mahogany. No other wood is used in any part of its construction, and this mahogany is carefully selected, with particular attention to fine grain effects. The corners are all rounded and all joints are dovetailed. The bed and front are finished with the highest piano polish.

THE COVERING is the very highest grade of fine, black seal grain morocco leather, the best leather that we can buy.

THE METAL PARTS are made throughout from brass, heavily nickel plated, beautifully polished and accurately fitted.

THE SHUTTER. The Seroco Double Extension Camera is fitted with the new Wollensak Automatic Shutter, a marvel of mechanical ingenuity, of most perfect construction and rigidly tested. This shutter makes automatic exposures of from 1/30 of a second to one full second, or time exposures of any desired length. The Wollensak Automatic Shutter is always set, one pressure of the bulb making the exposure and at the same time automatically resetting the shutter for the next exposure.

THE BELLOWS is made from the very best grade red leather, lined with a special light proof gossamer cloth, attached with pure rubber cement, which insures the leather remaining soft and pliable.

THE SWING BACK is so constructed that it is easily and quickly adjustable to any desired angle, and firmly held by simply tightening the set screw at the base of either side arm.

THE REVERSIBLE BACK. The Seroco Double Extension Camera is so made that the back can be instantly detached by pressing two concealed buttons, and as readily replaced with the plate in position for either vertical or horizontal pictures; the most easily operated reversible back made, having no clips or catches of any sort to adjust.

THE FINE RACK AND PINION FOCUS MOVEMENT works very smoothly without the slightest lost motion, and when the camera is focused it may be securely locked by simply pressing in the pinion flush with the bed.

The 5x7 SEROCO STEREOSCOPIC CAMERA,

FREE "Complete Instructions in Photography." and "Stereoscopic Photography" a complete guide to the art of making stereoscope pictures. Free with this camera.

\$23.50

MADE IN OUR OWN FACTORY IN ROCHESTER,

the Seroco Stereoscopic Camera is offered at a price never before heard of for an up to date stereoscopic camera.

THE GENERAL CON-

STRUCTION of this camera is the same as our Seroco Long Focus Camera, except that the front is much wider, to accommodate the stereoscopic lenses, and it is provided with the latest spring roller curtain septum, which automatically rolls or unrolls as the camera is opened and closed.

THE LENSES

furnished with the Seroco Stereoscopic Camera are high class double symmetrical lenses of the latest type, made especially for stereoscopic work and perfectly matched.

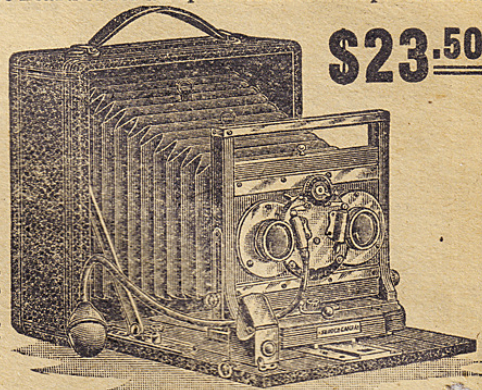
THE SHUTTER

is the Wollensak Double Valve Stereoscopic, making automatic exposures of from one one-hundredth of a second to one full second; bulb exposures or time exposures of any desired length; fitted with iris diaphragms and bulb release.

SPECIFICATIONS.

- Solid Mahogany Woodwork,
- Nickel Plated Brass Trimmings,
- Morocco Leather Covering,
- High Grade Double Symmetrical Lenses,
- Wollensak Double Valve Stereoscopic Shutter,
- Swing Back,
- Rack and Pinion Focusing Movement,
- Reversible Back,
- Long Bellows,
- Removable Lens Board,
- Rising and Falling Front,
- Piano Hinge,
- Brilliant Finder,
- Focal Capacity 1 1/2 Inches.

front board, making the camera available for either stereoscopic pictures or full sized 5x7 single pictures. Price.....\$29.75
This Camera uses regular 5x7 Seroco Holders.



\$23.50

SINGLE 5x7 PICTURES

can also be made with this camera, if the extra lens and shutter, as quoted below, is purchased.

No. 20E2148 Seroco Stereoscopic Camera, complete with stereoscopic lenses, stereoscopic shutter, one double plate holder and sole leather carrying case. Price.....\$23.50

No. 20E2149 Seroco Stereoscopic Camera, complete with stereoscopic lenses, stereoscopic shutter, one double plate holder, sole leather carrying case, and in addition a high grade 5x7 symmetrical lens and Wollensak double valve shutter, mounted on separate front board, making the camera available for either stereoscopic pictures or full sized 5x7 single pictures. Price.....\$29.75

SPECIFICATIONS.

- Extra Long Bellows,
- Double Extension Triple Bed,
- Solid Mahogany Throughout,
- All Metal Parts of Brass, Heavily Nickel Plated,
- Fine Quality Morocco Leather Covering,
- Extra High Grade Rapid Convertible Three-Focus Lens,
- Latest Automatic Wollensak Shutter,
- Reversible Back,
- Detachable Lens Board,
- Double Sliding Front,
- Piano Hinge,
- Automatic Pinion Lock,
- Swing Back,
- Rack and Pinion Focus Movement,
- Best Leather Bellows,
- Brilliant Reversible View Finder.

THE DOUBLE SLIDING FRONT is made with both vertical motion and side motion, allowing control of the relative amount of sky and foreground, and also permitting more of one side of the other of a picture to be included in the view without changing the position of the camera.

THE TELESCOPIC DOUBLE EXTENSION TRIPLE BED, made in three sections and brass bound, is one of the features of this camera. Its construction is such as to secure the greatest possible strength and rigidity even when the bellows is fully extended. A single pinion moves each section of the bed either forward or back, the first section, carrying the lens and shutter, moving out first, and as soon as it is fully extended automatically locking with the next section, which at once moves forward without the slightest lost motion. By pressing in this pinion the bed is securely locked at any desired point.

IN ADDITION to the special features already described, the Seroco Double Extension Camera is provided with the latest type of Triple Lens Reversible Brilliant View Finder, Detachable Lens Board and Piano Hinge. When we offer you the Seroco Double Extension Camera as the best camera made, we do so with perfect confidence that a rigid test and examination of the instrument will demonstrate that it is all and even more than we claim for it. "COMPLETE INSTRUCTIONS IN PHOTOGRAPHY" Free with these Cameras see page 325.

Size	Focal Capacity Ground Glass to Front Board	Equivalent Focus of Lens	Focus Rear Combination of Lens	Focus Front Combination of Lens
4 x 5	17 inches	6 3/4 inches	11 inches	14 inches
5 x 7	24 inches	8 inches	14 inches	18 inches
6 1/2 x 8 1/2	32 inches	11 inches	18 inches	22 inches

No. 20E2150 Seroco Double Extension Camera, 4x5.....\$17.90

No. 20E2151 Seroco Double Extension Camera, 5x7.....20.75

No. 20E2152 Seroco Double Extension Camera, 6 1/2 x 8 1/2.....30.00

Above prices include carrying case and plate holder.

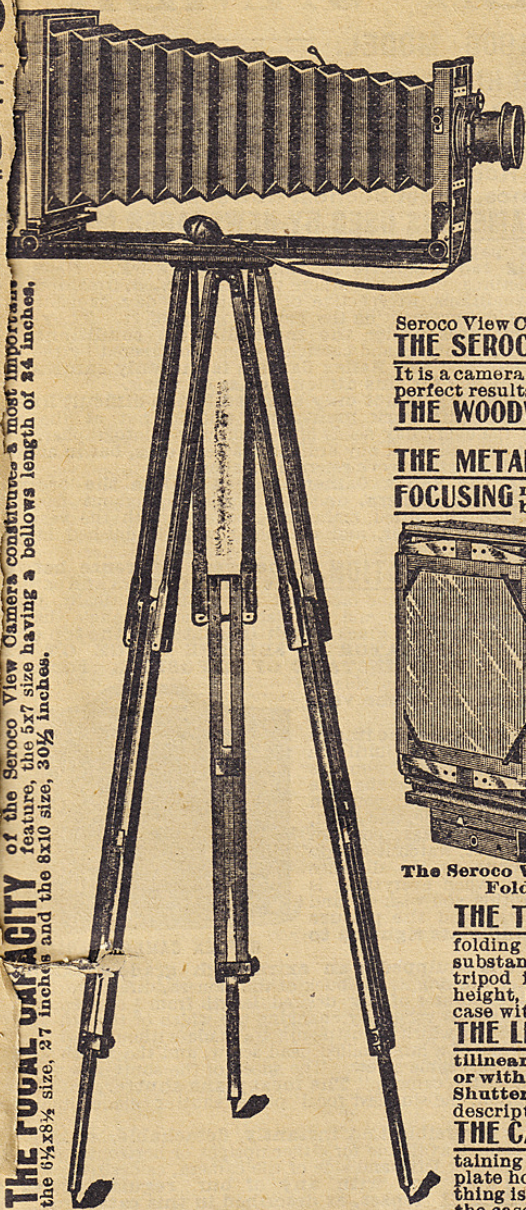
For prices on these Cameras with Anastigmat Lenses, see page 3; Shoulder Strap 22 cents extra. For prices on extra Holders see 20E2510. For suitable Developing Outfits see No. 20E2900.

THE SEROCO VIEW CAMERA.

MADE IN OUR FACTORY
AT ROCHESTER.

Our special prices are actual factory cost, with only one small profit added, less than corresponding trust cameras cost the largest dealers.

5 x 7 Outfit... \$23.00
6½ x 8½ Outfit... 28.95
8 x 10 Outfit... 32.25



The Seroco View Camera and Combination Tripod.

SPECIFICATIONS:

PIVOTED: BOTH FRONT AND BACK FOCUS; EXTRA LONG DRAW; THREE SECTION, DOUBLE GROOVED BED.

THE SEROCO VIEW CAMERA is the highest grade view camera made, combining convenience, strength, rigidity, compactness and adaptability for the widest possible range of work to a degree never before attained. We honestly believe the Seroco View Camera to be the best view camera made, regardless of price.

THE SEROCO VIEW CAMERA meets all requirements for the very best amateur or professional work. It is a camera that is elegant in appearance, a camera that will give you perfect results and a camera that you will enjoy using.

THE WOODWORK of the Seroco View Camera is solid mahogany throughout, thoroughly seasoned and highly polished.

THE METAL PARTS are all of nickel plated brass, highly finished, carefully and accurately adjusted.

FOCUSING may be accomplished by moving either the front or the back, both being operated by fine rack and pinion adjustment.

THE BACK is reversible and may be instantly changed to either upright or horizontal work.

THE DOUBLE SWING, which is pivoted at the center, is easily and quickly adjusted to any desired angle, both vertical and side swings being operated by fine rack and pinion movement.

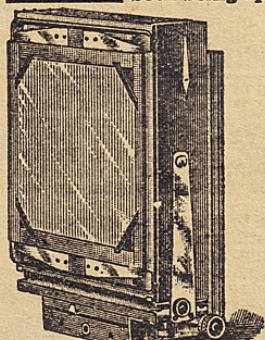
THE FRONT is adjustable, permitting a wide range of movement either above or below the center, operated by rack and pinion, and is securely clamped at any height by simply tightening a milled head screw.

THE BELLOWS is made from the best grade of keratol, lined with a special light proof gossamer cloth; elegant in appearance, absolutely light tight; strong and durable; the best bellows possible to make.

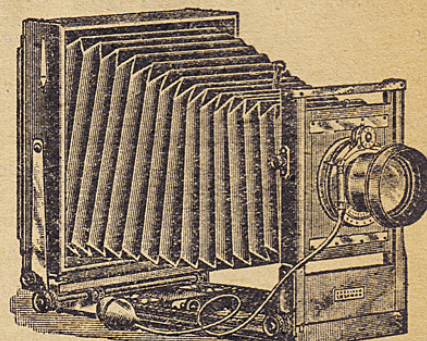
FOR WIDE ANGLE WORK the back may be racked close up to the front, thus permitting the use of the shortest focus lenses made, leaving no part of the bed in range of the lens.

THE BED is made in three sections, the front section hinged and arranged to fold back against the camera. The rear section is detachable, being necessary only when the extreme length of draw is used.

STRONG, RIGID, SUBSTANTIAL AND AT THE SAME TIME LIGHT AND COMPACT.



The Seroco View Camera Folded.

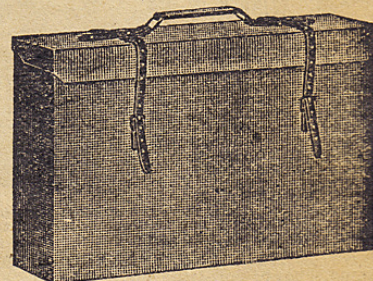


The Seroco View Camera with rear section of bed detached.

THE TRIPOD. We furnish with the Seroco View Camera a high grade Combination Tripod, a combined sliding and folding tripod with detachable head, made from selected ash, strong, substantial, absolutely rigid, the best tripod that can be made. This tripod is easily and quickly set up, readily adjusted to any desired height, and folds up so compactly that it can be put into the carrying case with the camera.

THE LENS AND SHUTTER. We equip the Seroco View Camera with either our Seroco Rapid Rectilinear Lens and Unicum Shutter (for prices see No. 20E2208 below), or with our Seroco Extra Rapid Symmetrical Lens and Automatic Shutter (for prices see No. 20E2209 below.) For illustrations and complete descriptions of these lenses and shutters we refer you to page 333.

THE CARRYING CASE. We put the Seroco View Camera in a fine carrying case, with compartments for containing the camera, the tripod, the lens and shutter and six extra plate holders. Compare the convenience of this outfit in which everything is contained in one easily carried case, with other outfits in which the case contains only the camera and about two holders, making it necessary to carry the lens and shutter, the tripod and the extra plate holders in separate packages.



The Carrying Case, with compartments for Camera, Lens and Shutter, Tripod and six Double Plate Holders.

COMPLETE DEVELOPING, FINISHING AND MATERIAL OUTFITS.

For the convenience of those who desire everything necessary for making, developing and finishing pictures, we put up special outfits suitable for use with the Seroco View Camera. These outfits contain the following complete list of apparatus and materials:

- 1 High Grade Metal Ruby Lamp with Oil Burner.
- 1 Compressed Fibre Tray for developing.
- 1 Compressed Fibre Tray for fixing.
- 1 Compressed Fibre Tray for toning.
- 1 Folding Negative Rack to hold 24 plates.
- 1 3-Ounce Cone Shaped Graduate.
- 1 Print Roller.
- 1 Heavy Printing Frame.
- 1 Softening Brush.
- 1 Fine Gossamer Focus Cloth.
- 1 Dozen Extra Rapid Roebuck Dry Plates.
- 1 Dozen Seroco Sensitized Paper.
- 15 Card Mounts.
- 1 Package Hydro-Metal Developing Powders (makes 24 ounces developer).
- 1 Package Toning and Fixing Powders (makes 24 ounces of Toner).
- 1 Pound Hypo-Sulphite of Soda.
- 1 Jar Photo Paste.
- 1 Copy "Complete Instructions in Photography."

FOR PRICES OF OUTFITS SEE No. 20E2211.

Order by Number.



FOR PRICES
On these Cameras with
ANASTIGMAT LENSES

See Page 334.

PRICES:

No. 20E2208 The Seroco View Camera, complete with Seroco Rapid Rectilinear Lens, Unicum Shutter, Combination Tripod, one Double Plate Holder and Carrying Case.
Size, 5 x 7. Price..... \$23.00
Size, 6½ x 8½. Price..... 28.95
Size, 8 x 10. Price..... 32.25

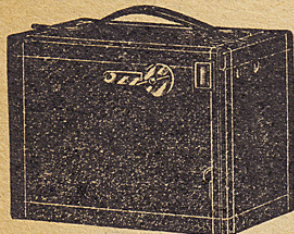
No. 20E2209 The Seroco View Camera, complete with Seroco Extra Rapid Symmetrical Lens, Automatic Shutter, Combination Tripod, one Double Plate Holder and Carrying Case.
Size, 5 x 7. Price..... \$38.25
Size, 6½ x 8½. Price..... 43.80
Size, 8 x 10. Price..... 52.10

No. 20E2210 The Seroco View Camera, with Combination Tripod, one Double Plate Holder and Carrying Case, but without Lens or Shutter.
Size, 5 x 7. Price..... \$13.50
Size, 6½ x 8½. Price..... 14.20
Size, 8 x 10. Price..... 15.50
Extra Holders, 5x7, 60c each; 6½x8½, 79c each; 8x10, \$1.10 each. See No. 20E2510

No. 20E2211 Developing, Finishing and Material Outfits, complete, just as described above and shown in the illustration on this page.
Outfit for 5 x 7 Camera.... \$3.24
Outfit for 6½ x 8½ Camera.... 3.88
Outfit for 8 x 10 Camera.... 4.92

FILM CAMERAS.

No. 2 Buster Brown Film Camera, \$1.65.
FOR PICTURES, 2 1/4 x 3 1/4.



No. 20E2236 THE NO. 2 BUSTER BROWN CAMERA is a thoroughly reliable and practicable camera, although sold almost at the price of a toy. This camera takes pictures 2 1/4 inches wide by 3 1/4 inches long, and is suitable for making pictures of buildings, residences, street

scenes, landscapes, pictures of animals, groups, portraits, interior views, etc. In fact it can be used for general all around work, just the same as higher priced cameras

THE LENS is a first quality single achromatic, guaranteed to make good sharp pictures. The shutter is of very simple construction, not liable to get out of order, and arranged for both time and instantaneous exposures.

THE NO. 2 BUSTER BROWN CAMERA is made from thoroughly kiln dried wood, covered with imitation leather, carefully and accurately constructed, all metal parts nickel plated and finely finished.

THIS CAMERA USES FILM ONLY and the film comes in rolls of six exposures each.

Price.....\$1.65

If by mail, postage extra, 25 cents. See No. 20E2970 for prices on films for Buster Brown cameras.

"COMPLETE INSTRUCTIONS IN PHOTOGRAPHY" FREE with the Buster Brown cameras. See page 325.

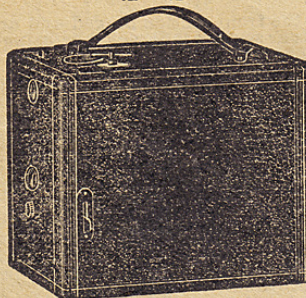
No. 20E2237 THE NO. 1 BUSTER BROWN CAMERA, same style as the No. 2 described above, but smaller size. Takes pictures 2 1/4 x 2 1/4 inches

Price.....85c

If by mail, postage extra, 20 cents.

No. 1 Ansco Film Camera, \$4.10.
FOR PICTURES 3 1/2 x 3 1/2.

No. 20E2240 No. 1 ANSCO FILM CAMERA. This is a small, compact camera, thoroughly well made throughout, guaranteed to make perfect pictures and exceedingly simple of operation. It is covered with the best grade of seal grain morocco leather, fitted with first quality single achromatic lens of universal focus, with three diaphragms and automatic shutter, arranged for three speeds of instantaneous exposures or time exposures of any length.



THE CAMERA IS COMPLETE in itself, there are no loose parts to become broken or lost. Fitted with one brilliant finder and tripod socket, all metal parts nickel plated and polished. Price.....\$4.10

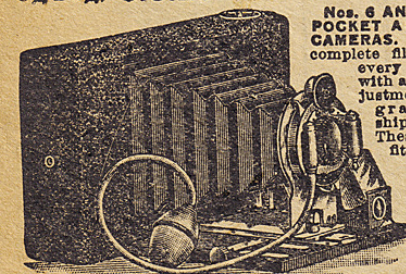
No. 20E2242 No. 2 ANSCO FILM CAMERA. Same style of construction as the No. 1, but of larger size, making pictures 3 1/4 x 4 1/4 inches, and fitted with two view finders and two tripod sockets, adapting the camera to either horizontal or vertical pictures. Weight of camera, 25 ounces. Size, 6 1/2 x 4 1/8 x 4 3/8 inches. Price, complete.....\$4.95

No. 20E2243 No. 3 ANSCO FILM CAMERA. Same as No. 2 described above, but larger size, making pictures 4 x 5 inches. Price.....\$5.85

"COMPLETE INSTRUCTIONS IN PHOTOGRAPHY" FREE with the Ansco cameras. See page 325.

Nos. 6 and 7 Folding Pocket Ansco Film Cameras.
DAYLIGHT LOADING.

3/4 x 4 1/4, \$13.25



4 x 5, \$16.25
Nos. 6 AND 7 FOLDING POCKET ANSCO FILM CAMERAS. Perfect and complete film cameras in every respect, fitted with all the latest adjustments, high grade workmanship throughout. These cameras are fitted with high grade double rapid rectilinear lenses, carefully selected and tested, and equipped with the new improved Wollensak automatic shutters with Iris diaphragms, making instantaneous exposures of various speeds, bulb exposures and time exposures.

THE Nos. 6 AND 7 FOLDING POCKET ANSCO FILM CAMERAS are made throughout from the finest selected mahogany; all metal parts, except the shutter, are nickel plated and highly polished, and the covering is the best grade of black seal grain morocco leather, genuine leather double extension bellows, fine rack and pinion focus movement, brilliant reversible finder, two tripod sockets, in short, all the latest improvements.

No. 20E2283 No. 6 Folding Pocket Ansco Film Camera, for 3 1/4 x 4 1/4 pictures. Price.....\$13.25

No. 20E2284 No. 7 Folding Pocket Ansco Film Camera, for 4x5 pictures. Price.....\$16.25

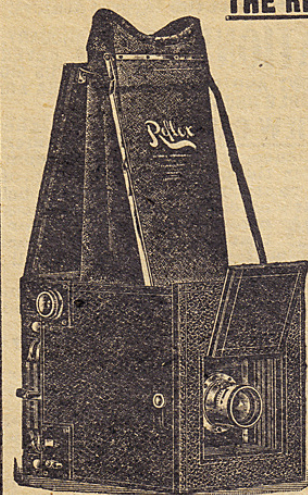
"COMPLETE INSTRUCTIONS IN PHOTOGRAPHY" FREE WITH THESE ANSCO CAMERAS.

SEE PAGE 325.

THE REFLEX CAMERA

LATEST 1906 MODEL.

WITH FOCAL PLANE SHUTTER FOR HIGH SPEED INSTANTANEOUS WORK.



REFLEX CAMERA OPEN FOR USE.

THE REFLEX CAMERA is the greatest camera in the world for high speed instantaneous work. It is made especially for Photographing Race Horses at Full Speed, Athletic Work, Yacht Races, Birds and Animals, Football and Baseball Games, Street Scenes, Newspaper Work, etc.

THE REFLEX CAMERA IS USED BY NEWSPAPER MEN in getting pictures for their papers, because it is the only camera that fully meets the exacting requirements in this line of work. Newspaper men must make pictures when and where they are wanted, irrespective of light and weather conditions, irrespective of the time of day or night, and without regard to rapid movement on the part of the subject. They must be able to make pictures under the most difficult conditions, with poor light, with rapidly moving and changing scenes, hampered by the presence of big crowds, etc., and the Reflex Camera is the only camera that fulfills all the conditions for this difficult class of work.

THE REFLEX CAMERA is not only adapted to the difficult lines of work mentioned above, but at the same time is suitable for the every day needs of the amateur photographer, being capable of doing not only all work any ordinary camera does, but in addition it does the high speed, exacting work referred to above.

IN APPEARANCE the Reflex Camera is not unlike the ordinary box camera, and it is made throughout from the finest carefully selected kiln dried mahogany, covered with the very best grade of heavy morocco leather, and all metal work is finished in dead black, with nickel plated trimmings.

PRINCIPLE OF CONSTRUCTION. The great difference between the Reflex Camera and camera of the ordinary style lies in the fact that a very fine optically perfect mirror is placed between the lens and the plate at such an angle that the image is reflected to the ground glass which is located in the top of the camera, and the picture can be focused right up to the very instant of exposure.

THE ADVANTAGES of being able to focus and of seeing the image on the ground glass, right side up, until the very instant of exposure, will be readily appreciated by anyone who has ever tried to photograph rapidly moving objects. Remember, that the slide can be drawn from the plate holder before the camera is focused; you can insert the plate holder in the back of the camera, draw the slide, and then, while actually looking at the picture on the ground glass, you can move around with the camera, follow your moving object, watch it closely all the time on the ground glass, changing the focus as the distance between the camera and the subject is changed, until, when everything is just exactly right, the subject in just exactly the position you wish it, and the picture focused perfectly sharp, the button is pressed and the picture is made just exactly as you saw it on the ground glass right up to the instant of exposure.

THE SHUTTER with which the Reflex Camera is equipped is an extra high grade focal plane shutter, that is, a curtain shutter working at the back of the camera, directly across the face of the plate. This shutter makes instantaneous exposures of any desired length from 1/4 of a second up to the 1/1000 part of a second. The speed of this shutter is varied by changing the width of the slit in the curtain, and by changing the tension of the spring, both of which adjustments are made without opening the camera. The shutter is set from the outside by means of a large milled head screw, and the width of the slit in the shutter curtain is also adjusted by means of this same screw. The speed of the shutter is adjusted by means of a small lever, also located on the outside of the camera. The focal plane shutter, with which the Reflex Camera is equipped, is, without any exception, the simplest focal plane shutter made, the least liable to get out of order and the easiest to operate.

THE BACK OF THE REFLEX CAMERA is reversible and instantly detachable, making the camera available for either upright or horizontal pictures, and the plate holder can be inserted from either the right or left hand side of the camera, as desired.

WE FURNISH THIS CAMERA WITHOUT LENS, lenses, as described in this catalogue. We recommend, however, that in order to take full advantage of the special features of this camera, a lens of large aperture; that is, a very rapid working lens, be selected. We particularly recommend for use with this camera our Series II Busch Anastigmat Lens, which works at a speed of F 5.5, which will be found in practice amply sufficient for high speed work. Under favorable conditions as to light, for example, on a sunny day in the summer, exposures of 1/1000 part of a second, made with the Reflex Camera and the Series II Busch Anastigmat Lens, will give fully timed negatives. For athletic events, running races, pole vaulting, football games, etc., exposures varying from 1/1000 to 1/500 of a second are usually found sufficiently short to produce a sharp picture.

REMEMBER that the Reflex Camera is always ready for instant action. With the ordinary camera it is necessary first to focus, then to set the shutter, insert the plate holder and draw the slide and during the time elapsing while all this is being done the picture may change entirely, but with the Reflex Camera the plate holder is in place, the slide is drawn, the shutter is set, and the operator sees the image on the ground glass and can focus right up to the very instant of pressing the button to make the exposure. No time whatever elapses between the moment when the picture is seen on the ground glass and the exposure itself.

NO FOCUS CLOTH IS NECESSARY, as the ground glass is located in the top of the camera and entirely protected by a fine leather focusing hood. This hood is collapsible and folds compactly into the camera when not in use.

WHEN YOU ARE TAKING PICTURES with the Reflex Camera "there is nothing to watch but the ground glass."

REMEMBER that the prices we quote on the Reflex Camera are for the latest 1906 style, embodying all of the improvements which several years of practical experience have brought to the makers of this wonderful camera, making this camera not only the simplest but at the same time the most effective camera in the world.

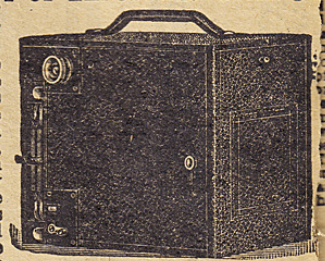
YOU SHARE IN OUR PROFITS, as explained on the last pages. PRICES ON THE 1906 MODEL REFLEX CAMERA.

No. 20E2225

EQUIPMENT	Size, 4x5	Size, 5x7	Size, 6 1/2 x 8 1/2
Camera with Focal Plane Shutter, but without Lens.....	\$52.00	\$60.00	\$72.00
Camera complete, with Focal Plane Shutter and Seroco Rapid Rectilinear Lens, F 8.....	57.60	66.65	81.75
Camera complete, with Focal Plane Shutter and Seroco Extra Rapid Symmetrical Lens, F 6.....	66.90	79.10	95.85
Camera complete, with Focal Plane Shutter and Busch Series II Anastigmat Lens, F 5.5.....	73.20	86.45	114.00
Camera complete, with Focal Plane Shutter and Busch Series III Anastigmat Lens, F 7.7.....	66.00	75.75	103.50
Camera complete, with Focal Plane Shutter and Seroco-Goerz Series II Anastigmat Lens, F 6.8.....	68.65	82.00	106.90

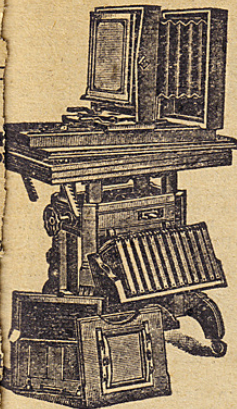
All above prices include one Double Plate Holder. "COMPLETE INSTRUCTIONS IN PHOTOGRAPHY" FREE with the Reflex Camera. See page 325.

No. 20E2226 Extra Plate Holders for Reflex Camera. Price, each, 4x5, 75c; 5x7, 94c; 6 1/2 x 8 1/2, \$1.20



REFLEX CAMERA CLOSED.

Our Special Portrait Outfit.



No. 20E2300 THIS OUTFIT CONSISTS OF AN 8 x 10 CAMERA, Camera Stand and Reversible Cabinet attachment. CAMERA IS MADE FROM BEST HARDWOOD, finely finished. All adjustments are automatic and self locking. Has 30-inch bed, best India rubber bellows.

STAND IS THE WIZARD No. 7, fitted with automatic balancing device, raises and lowers with the lightest touch, can be locked in any position by lever at side. Firm and rigid, made of hardwood, finely finished. Top measures 17x32½ inches.

THE NELSON AUTOMATIC HOLDER is included, the best studio plate holder made. Plates are put in or removed without turning a button, the back does not require to be opened, no spring to press on back of plate. Takes any size of plate from 8x10 to 2x2.

THE REVERSIBLE CABINET ATTACHMENT has spring actuated ground glass, and uses modern double plate holders. THE FOLDING RACK is made of hardwood, holds twelve double plate holders, and is attached to side of stand.

KITS FOR 6¼x8¼, 4¼x6¼ and 3¼x4¼ plates are furnished so that the outfit is complete for any size work from 8x10 down.

Price, complete.....\$34.75
No lens or shutter is included. Make selection from this and next page to suit your requirements.

Our Best Penny Picture Camera.

No. 20E2320 THIS CAMERA IS MADE FROM CAREFULLY SELECTED HARDWOOD and handsomely finished. It can be used for any regular portrait work in the studio, up to and including 5x7; also for copying. As a multiplying or penny picture camera, it makes 1, 4, 9, 12, 16, 20, 30 or 48 pictures on one 5x7 plate. Only one lens required. The mechanism is exceedingly simple, very easy to operate. Made with rising front and self locking focus lever. This camera has a 30-inch bed, rubber bellows and uses double plate holders of modern style.

Price, with one double plate holder.....\$16.90
Extra plate holders, each......65
We especially recommend our Portrait Lens No 20E2432 for use with this camera.

The Expo Watch Camera.

No. 20E2230 A True Vest Pocket Detectable Camera. The Expo camera is the smallest practical camera ever made, and, although it is so small that it can readily be carried in the vest pocket, it is at the same time a strictly high class practical instrument in every way. The Expo camera is a daylight loading camera using film, and can be loaded for twenty-five exposures at a time. This camera looks exactly like a fair sized watch and pictures can be taken with it anywhere without any one suspecting that a camera is being used. The pictures taken with the Expo camera are ¼ of an inch long by ½ of an inch wide, the exact size shown in our illustration. This camera can be used for either time or instantaneous exposures and is suitable for landscapes, street scenes, groups, portraits, etc., in fact, just exactly the same kind of work which is accomplished by larger and more expensive cameras. The Expo camera is carefully constructed from metal throughout, nickel plated, fitted with a fine achromatic lens and is guaranteed in every respect. So perfect are the negatives made with this little vest pocket camera that the pictures can be enlarged without sacrificing the detail or other good qualities.

No. 20E2230 The Expo Watch Camera.
Price, complete, without film.....\$2.25
If by mail, postage extra, 10 cents.

No. 20E2231 Daylight Loading Film for Expo Camera, twenty-five exposures to the roll.
Price, per roll.....18c
If by mail, postage extra, 1 cent

The Expo Enlarging Camera.

No. 20E2235 The Expo Enlarging Camera. This is a special enlarging camera for enlarging pictures made with the Expo vest pocket watch camera, as described above. In appearance it resembles the ordinary box camera, being constructed from wood, covered with imitation leather, and so arranged that the little Expo negative can be inserted in one end, and a piece of sensitized developing paper in the other. The lens is located back of the negative in such manner that the picture is projected onto the developing paper, producing, in a very few moments, an enlargement from the little negative measuring 2 2/8 inches. Any kind of developing paper, such as the various styles of Darko, or any brand of comide paper may be used for making the enlargements. Price, complete.....\$1.30
If by mail, postage extra, 16 cents.

PHOTOGRAPHIC LENSES.
The Monarch Wide Angle Lens.

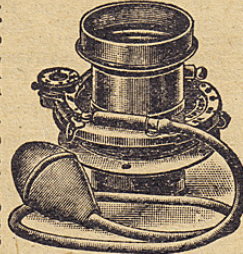


No. 20E2415 The Monarch Wide Angle Lens embraces an angle of 90 degrees, making it especially adapted to photographing the interiors of buildings, out of door views in confined situations; in fact, any work where it is difficult or impossible to get far enough away from the subject in order to get it all on the plate with an ordinary lens. Our Monarch Wide Angle Lenses are handsomely mounted in lacquered brass with fine Iris diaphragm. Made expressly for us by the Bausch & Lomb Optical Company, and represents the latest advances in the making of lenses of this type. The speed of this lens is F 16.

Size of View, inches	Equivalent Focus, inches	Diameter Across Hood, inches	Price, with Iris Diaphragm
4 x 5	3¼	1½	\$5.70
5 x 7	5¼	1¾	6.80
5 x 8	5¼	1¾	7.10
6¼ x 8¼	8¾	1¾	9.90
8 x 10	8	1¾	12.80

Seroco Rapid Rectilinear Lens.

No. 20E2421 The Seroco Rapid Rectilinear Lens, a double lens of the rapid rectilinear type, very handsomely mounted in lacquered brass with Waterhouse diaphragms. This lens is perfectly rectilinear, rendering the straight lines of buildings, or other subjects, absolutely without distortion, possesses a remarkable depth of focus and flatness of field, giving the most brilliant definition and detail. This lens is unsurpassed for landscape work, views of buildings, and other architectural subjects, flash lights, groups and instantaneous work. Represents better value than any other lens on the market, and is superior in every respect to many lenses sold at double the prices. In sizes 4x5 to 8x10 inches, inclusive, we furnish the Seroco Rapid Rectilinear Lens either with or without the Unicum Shutter. The speed of this lens is F 8.



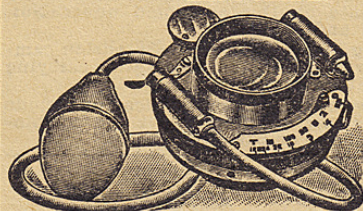
The Unicum Shutter gives automatic exposures of 1 second, ½ second, ¼ second, 1/8 second or 1/16 second, with one pressure of the bulb. With indicator set to "B" a pressure of the bulb opens the shutter, which remains open until the pressure is released. With indicator set to "T" the first pressure of the bulb opens the shutter, which remains open until the bulb is again pressed. Back of the shutter blades is a perfect Iris Diaphragm, the opening being instantly adjustable to any desired size by the index lever at lower margin of shutter. Accuracy and entire freedom from jarring are secured by a pneumatic retarding device, and the actuating mechanism of the shutter is fully protected from injury or dust. Made from bronze metal, with nickel plated trimmings, very handsomely finished throughout.

The Seroco Rapid Rectilinear Lens with Unicum Shutter.

Size of View, inches	Equivalent Focus, inches	Diameter Image Circle, inches	Diameter Across Hood, inches	Price of Lens Complete With Unicum Shutter
4 x 5	6¼	9	1½	\$ 8.50
5 x 7	8¼	10¼	2¼	9.50
5 x 8	9¼	11	2¼	11.25
6¼ x 8¼	12	13¼	2¼	14.75
8 x 10	14¼	16	3	16.75

A COMBINATION PORTRAIT AND VIEWING LENS.

SPEED F 6. THE QUICKEST RECTILINEAR LENS MADE.

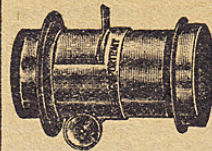


No. 20E2430 The Seroco Extra Rapid Symmetrical Lens is particularly well suited to most rapid instantaneous work and for use on days of cloudy or misty days, where an ordinary lens would utterly fail. Requires only one-half the exposure

that must be given with the ordinary rectilinear lens. For all around work, including landscapes, general viewing, high speed instantaneous work, etc., the Seroco Rapid Symmetrical Lens offers advantages over any other existing type of lens on the market today. This lens is perfectly rectilinear, rendering the straight lines of buildings or other subjects absolutely without distortion, possesses great depth of focus, flatness of field and brilliant definition. The great speed of this lens, almost equal to that of an ordinary portrait lens, makes it particularly desirable for portrait work, and for those who do not care to invest in both a rectilinear lens and a portrait lens, we can especially recommend the Seroco Extra Rapid Symmetrical Lens, which will answer both requirements.

Size of View, inches	Equivalent Focus, inches	Diameter Image Circle, inches	Diameter Across Hood, inches	Price of Lens Complete With Automatic Shutter
4 x 5	6¼	8¼	1½	\$20.55
5 x 7	8¼	10¼	2¼	24.75
6¼ x 8¼	9¾	12¼	2¼	29.60
8 x 10	11¼	15¼	3	36.82

THE SEROCO PORTRAIT 333
SERIES I. SPEED F 6.



No. 20E2432 This lens possesses those peculiar optical qualities necessary in portrait work, working very rapidly and yielding soft, brilliant negatives. The ¼ size is particularly suitable for penny picture work and for small portraits. Many photographers purchase ordinary rectilinear lenses for penny picture work on account of the comparatively low price of such lenses as compared with regular portrait lenses, but in this lens we offer you an opportunity to equip your outfit with a lens designed and made expressly for portrait work, a true portrait lens, at a price even lower than the cost of a rectilinear lens. The ¼ size and 4-4 size are both designed for regular cabinet work and of the two the 4-4 size is the most popular, as it can also be used for small groups and full figures.

Size	Plate covered, inches	Diameter of Lenses, inches	Back Focus, inches	Price, with Iris Diaphragm
¼	3¼x4¼	1¼	4¾	\$ 7.50
½	4¼x6¼	2¼	7	13.25
4-4	6¼x8¼	3¼	11	26.70

The Seroco Rapid Portrait Lens.
SERIES II. SPEED F 5.

No. 20E2436 The Seroco Rapid Portrait Lens, Series II, is a true portrait lens of the most approved type of portrait lens construction. These lenses are ground from the best imported optical glass, composed of two systems of two glasses each, the front system cemented and the rear system made with an air space between the two glasses. The special formula by which these lenses are ground, combined with their large diameter, gives them a high working speed, producing brilliant negatives with plenty of detail with the shortest possible exposures.

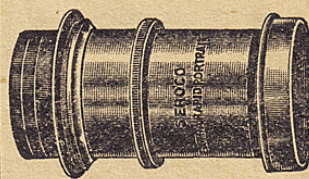


We recommend the Series II Seroco Rapid Portrait Lens as the very best moderate priced portrait lens ever placed on the market, and for general all around work in the studio these lenses cannot be surpassed. These lenses are beautifully finished in lacquered brass with black trimmings, and fitted with a very fine Iris diaphragm.

Size of Plate Covered, inches	Diameter of Lens, inches	Equivalent focus, inches	Distance for Stand, Cabinet, Feet	Price with Iris Diaphragm
4 x 5	1½	7	10	\$11.65
5 x 7	2¼	10	13	13.50
6¼ x 8¼	2¼	12	13	18.75
8 x 10	3	14	15	30.00

The Seroco Extra Rapid Portrait Lens, Series IV.

SPEED F 4. THE QUICKEST LENS MADE.



No. 20E2441 At \$88.00 we offer the 6¼x8¼ Seroco Extra Rapid Portrait Lens as the equal in every way of portrait lenses heretofore sold at several times our price. In quality of glass, perfection

of finish, careful adjustment and fine workmanship; in softness, delicacy and depth of focus; in speed, flatness of field and brilliancy of illumination; the Seroco Extra Rapid Portrait Lens is not equaled by any other portrait lens on the market, regardless of price or maker. The Seroco Extra Rapid Portrait Lens represents the very latest advances in scientific lens grinding, possessing all those peculiar optical qualities and special brilliancy of definition so necessary in high grade portrait work. The Seroco Extra Rapid Portrait Lens preserves that softness and roundness so essential in portrait making, even when stopped down, a quality possessed by no other portrait lens made, as all other lenses become distinctly wavy when a small diaphragm is employed. We particularly invite comparison of the Seroco Extra Rapid Portrait Lens with any other portrait lens on the market, regardless of price or maker, as we know that in all these special points whereby a portrait lens is judged, the Seroco Extra Rapid Portrait Lens is the best that money can buy. Made by the Bausch & Lomb Optical Co. and sold everywhere at double our price.

Number	Size of Plate Covered, inches	Diameter of Lenses, inches	Back Focus, inches	Diameter Across Hood, inches	Price, with Iris Diaphragm
1	5 x 8	3¾	8¾	4¾	\$44.00
2	6¼ x 8¼	4¾	11¾	5¾	58.00
3	8 x 10	4¾	13¾	5¾	89.00

Quarter Size Gem Lenses, \$7.95 per Set.

No. 20E2445 First Quality Quarter Size Gem Lenses in sets of four, mounted on a brass plate, for ferrotype work. Price, for the set complete.....\$7.95



Series II Busch Anastigmat Lens.
SPEED F 5.5.



No. 20E2447 The Series II Busch Anastigmat Lens works at an aperture of F 5.5, which is about double the speed of the ordinary anastigmat lenses.

Absolute flatness of field and complete absence of astigmatism are obtained over the entire angle of 75 degrees, and equal definition is secured over the entire surface of the plate when the lens is used at full aperture. The use of smaller diaphragms greatly increases the covering power and renders the lens very valuable as a wide angle lens, when used on a plate larger than the size for which it is listed.

Both the front and rear combinations are perfectly corrected for spherical and chromatic aberration and astigmatism, and the back lens can be used alone (with small diaphragm) for landscape and portrait work, having a focal length one and three-fourth times that of the complete lens.

REMEMBER, that a lens having a large aperture will do any work that a lens of smaller aperture will do, and in addition will do very many things that cannot be done with a lens of smaller aperture. For instantaneous exposures on dark or cloudy days this lens is indispensable. For portrait work the length of exposure is greatly shortened, an advantage which will be readily appreciated. For high speed, instantaneous work this lens is undoubtedly the very best lens on the market today.

We furnish the Series II Busch Anastigmat Lens in Wollensak Optical Co.'s Automatic Shutter, or in the celebrated Bausch & Lomb Optical Co.'s Volute Shutter.

The Volute Shutter is the highest type of Iris diaphragm shutter, extra rapid, very compact, dust proof and durable. It is beautifully finished throughout; made like a watch in point of accuracy and fine workmanship. Recognized everywhere, by experts as the finest shutter made.

This is a large lens and can be fitted only to cameras having large lens boards and plenty of room in front. Send us your front board when you order, and we will mount the lens without charge.

Size of plate covered at full aperture	Size of plate covered at F 11	Equivalent Focus, inches	Price, with Automatic Shutter	Price, with Volute Shutter
4x5	5x7	6	\$25.00	\$34.40
5x7	6 3/8 x 8 1/2	7 1/2	\$1.00	\$40.00
6 1/2 x 8 1/2	8 x 10	10	48.00	57.65
8 x 10	11 x 14	13	Not furnished. 75.00	

Series III Busch Anastigmat Lens.
SPEED F 7.7.

No. 20E2448 This lens is constructed upon exactly the same principle as the Series II Busch Anastigmat Lens described above, and in optical qualities is exactly the same in every respect but is a much smaller lens, being of lesser diameter, permitting its use in smaller and more compact cameras.

The speed of the Series III Busch Anastigmat Lens is F 7.7, very much faster than the ordinary rectilinear lenses with which most cameras are equipped.

This is an ideal lens for any style of folding camera, and its small size and compact style of construction make it available for use with any kind of a camera. We particularly recommend this lens to those who desire to equip their cameras with a genuine anastigmat lens at the very lowest possible cost, as we are selling these lenses at lower prices than have ever been made for genuine anastigmat lenses.

Remember, this Series III lens is in every respect equal to the Series II described above, possessing the same high degree of correction, the same freedom from astigmatism, the same flatness of field, the same brilliant definition over the entire plate, the only difference being the working speed, which in this series is F 7.7.

Furnished either in the Wollensak Automatic Shutter or the Bausch & Lomb Volute Shutter.

The following prices include the lens complete with shutter, bulb and tube:

Size of plate covered at full aperture	Size of plate covered at F 11	Equivalent lens focus, inches	Price, with Automatic Shutter	Price, with Volute Shutter
4x5	5x8	6	\$17.50	\$24.50
5x7	7x9	7 1/2	19.75	26.75
6 1/2 x 8 1/2	9x12	10	37.00	43.50
8x10	12x16	13	46.00	52.00

The Seroco-Goerz Series II F 6.8 Anastigmat Lens.

No. 20E2449 This high class anastigmat lens is made expressly for us by C. P. Goerz, of Berlin and New York, the most celebrated lens maker in the world. The name "C. P. Goerz," which is engraved on everyone of these lenses, is in itself an absolute guarantee of quality.

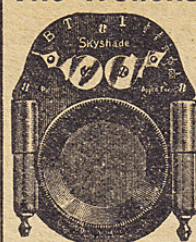
The Seroco-Goerz Series II Anastigmat Lens is corrected to the full extent for spherical, chromatic and astigmatic aberration. Will cover the plate sharp at full opening F 6.8 over an angle of 64 degrees and with a small diaphragm over an angle of 70 degrees.

The single combinations, when used with medium or small diaphragms, make very valuable landscape lenses of about double the focal length of the complete objective.

We particularly recommend these lenses to owners of hand cameras, who desire to improve their pictures by discarding the ordinary lenses with which such cameras are equipped and replacing them with one of these high class, genuine Goerz objectives. We furnish these Seroco-Goerz anastigmat lenses equipped with either the Wollensak Automatic Shutter or the Bausch & Lomb Volute Shutter. In our illustration we show the lens equipped with the volute shutter.

This lens can be fitted to any folding camera.

The Wollensak Skyshade Shutter.



No. 20E2450 The Wollensak Skyshade Shutter is an auxiliary shutter, which enables the operator to give correct exposure to both sky and foreground at the same time, which is impossible with any other style of shutter. It is a well known fact that if a sufficiently short exposure be made to give the correct exposure to the sky, the foreground will be under timed, and, on the other hand, if the exposure is timed correctly for the foreground, as is usually the case, the sky is very much over-exposed.

If any clouds are present they are entirely lost in the resulting negative, because of the over-exposure of the sky. The Skyshade Shutter is so arranged that it opens slowly from the bottom in such a manner that the foreground is given several times as much exposure as the sky, resulting in a negative that is correctly timed all over. For example, set for 1 second the shutter blade rises slowly until the top is reached, then instantly descends so that the foreground receives 1 full second of exposure, while the sky receives only about 1/5 of a second, the same ratio existing with the shutter set for other speeds.

As there are two regulating levers, each with its own mechanism, it is possible to give an infinite variety of exposures, and the operator can handle the lighting of a picture almost as an artist would his paint brush in painting.

The Skyshade Shutter can be attached to any lens. It requires no fitting whatever and can be attached to the front of your lens right over your regular shutter. The pressure of two small levers opens the flange at the back so that it can be slipped over the front of the lens, and releasing the pressure on the two levers allows the flange to grip the lens, holding it firmly in place without any further adjustment or manipulation of any kind. The shutter is thus instantly and easily attached to any lens, and just as easily detached.

This shutter is also excellently adapted to studio use, as it is almost noiseless.

Number	Light opening, inches	For lens with free diameter, inches	Will fit lens mounts with outside diameter, inches	Price
1	1 1/4	1 or smaller	1 1/4 to 1 3/8	\$ 6.95
2	1 1/2	1 1/2 to 1 3/4	1 1/2 to 2 1/8	9.50
3	2 1/4	1 1/2 to 1 3/4	2 1/4 to 2 3/4	11.50
4	2 3/4	2 to 2 1/2	2 1/4 to 3 1/8	15.00

Some lenses are made with a hood (like our No. 20E2421) and when using Skyshade Shutter this hood is removed. If your lens has a hood, take measurement for "outside diameter" with hood removed.

Seroco Cameras With Anastigmat Lenses.

ANTI-TRUST CAMERAS, WITH ANTI-TRUST LENSES, AT ANTI-TRUST PRICES.

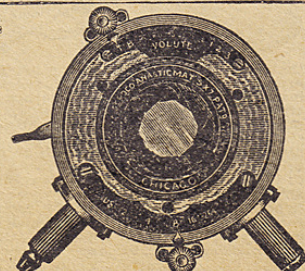
Camera	Price, with Series II Busch Anastigmat Lens	Price, with Series II Seroco-Goerz Anastigmat Lens	Price, with Series III Busch Anastigmat Lens
20E2451 4 x5 Long Focus	\$32.00	\$25.80	\$24.50
20E2452 5 x7 Long Focus	40.35	33.85	29.10
20E2453 6 1/2 x 8 1/2 Long Focus	59.60	49.85	48.60
20E2454 8 x 10 Long Focus	\$89.50	62.80	60.50
20E2455 4 x5 Dbl. Exten.	36.50	30.30	29.00
20E2456 5 x7 Dbl. Exten.	44.80	38.30	33.50
20E2457 6 1/2 x 8 1/2 Dbl. Exten.	64.00	54.30	53.00
20E2459 5 x7 View	44.50	38.00	33.25
20E2460 6 1/2 x 8 1/2 View	62.20	52.40	51.20
20E2461 8 x 10 View	\$90.50	63.80	61.50

The above prices all include Automatic Shutters, except those marked (*) which include Volute Shutters.

IF VOLUTE SHUTTER is wanted, with styles not marked (*) add to above price the difference between price of lens with Automatic Shutter and price with Volute Shutter as quoted under Nos. 20E2447, 20E2448 and 20E2449.

With the Long Focus and Double Extension cameras at above prices, we include sole leather carrying case and one plate holder.

With the View cameras, at above prices, we include canvas carrying case, one plate holder and combination tripod as shown on page 338.



Size of plate covered at full aperture	Equivalent Focus, inches	Price, with Automatic Shutter	Price, with Volute Shutter
4 x 5	6	\$18.76	\$25.76
5 x 7	7	24.50	29.50
6 1/2 x 8 1/2	9 1/2	38.22	44.22
8 x 10	10	48.30	54.30

Ray Filters.



No. 20E2470 A Ray Filter is a small device to be slipped over the hood of the lens during exposure. It absorbs the violet and ultra-violet rays of light and produces a picture in which the color values are correct, that is, are correct, that is, are correct.

It enables us to produce, in monochrome, photographs with true color values. Certain colors or combinations of colors, such as white clouds and blue sky, or reds and yellows, show little or no contrast when photographed without a ray filter. Clouds in a photograph improve the artistic value of the picture wonderfully, and except under very unusual conditions they cannot be obtained at all without using a ray filter. Landscapes photographed with the ray filter possess a brilliancy and contrast which it is impossible to obtain otherwise, and in the photographing of flowers, paintings or any brightly colored subjects, the ray filter is practically indispensable.

No.	For lenses, inches in diameter	Price
No. 1	for lenses 1 1/4 inches in diameter	\$0.60
No. 2	for fixed focus or box cameras	.60
No. 3	for lenses 1 1/8 inches in diameter	.60
No. 4	for lenses 1 1/4 inches in diameter	.75
No. 5	for lenses 1 3/8 inches in diameter	.90
No. 6	for lenses 1 1/2 inches in diameter	.90
No. 7	for lenses 1 3/4 inches in diameter	1.05
No. 8	for lenses 1 7/8 inches in diameter	1.20
No. 9	for lenses 2 inches in diameter	1.35
No. 10	for lenses 2 1/8 inches in diameter	1.50
No. 11	for lenses 2 1/4 inches in diameter	1.80
No. 12	for lenses 2 3/8 inches in diameter	3.10
No. 13	for lenses 2 1/2 inches in diameter	3.50
No. 14	for lenses 3 inches in diameter	3.00

If by mail, postage extra, on Nos. 1 to 6, 3 cents; Nos. 7 to 10, 5 cents; on Nos. 11 to 14, 8 cents.

Any of the above sizes are suitable for lenses 1/8 inch less in diameter than size mentioned.

State exact diameter of lens when ordering.

AUXILIARY ENLARGING AND COPYING LENSES.

No. 20E2475 These lenses are used in connection with the regular lens of any folding camera, greatly increasing its power.



By the use of these lenses, copying and enlarging may be done with any folding camera, enabling one to copy other pictures or photograph small articles to their full size or even larger. A 4x5 photograph copied with an ordinary camera will make a picture about the size of a postage stamp, but when copied with these lenses this lens can be made full size or larger. Many uses for this valuable discovery will readily suggest themselves to the user.

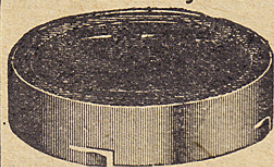
No.	For 4x5 camera with lens	Price
No. 1	for 4x5 camera with lens 1 1/4 in. in diam.	\$0.90
No. 2	for 5x7 camera with lens 1 1/2 in. in diam.	1.20
No. 3	for fixed focus or box cameras	.90
No. 4	for 4x5 camera with lens 1 1/8 in. in diam.	.90
No. 5	for 5x7 camera with lens 1 1/4 in. in diam.	.90
No. 6	for 4x5 camera with lens 1 1/2 in. in diam.	1.20
No. 7	for 5x7 camera with lens 1 3/4 in. in diam.	1.20
No. 8	any size camera with lens 1 3/8 in. in diam.	1.35
No. 9	any size camera with lens 2 in. in diam.	1.50
No. 10	any size camera with lens 2 1/8 in. in diam.	1.85
No. 11	any size camera with lens 2 1/4 in. in diam.	1.80
No. 12	any size camera with lens 2 3/8 in. in diam.	1.95
No. 13	any size camera with lens 3 in. in diam.	2.10

If by mail, postage extra, on Nos. 1 to 7, 3 cents; Nos. 8 to 10, 4 cents; Nos. 11 to 13, 5 cents.

In measuring your lens, take the outside diameter, remembering that the enlarging lens slip over your regular lens same as a cap.

Any of the above sizes are suitable for lenses 1/8 inch less in diameter than size mentioned.

Auxiliary Portrait Lenses.



No. 20E2476 In making portraits with the ordinary folding hand camera the great difficulty heretofore has been the small size of the faces. This portrait lens, however, entirely overcomes this difficulty and enables anyone with any kind of a folding camera to make portraits in which the faces are large and distinct. Constructed in the same style and used in same manner as the enlarging lens No. 20E2475.

No.	For camera with lens	Price
No. 1	for 4x5 camera with lens 1 1/4 in. in diam.	\$0.90
No. 2	for 5x7 camera with lens 1 1/2 in. in diam.	.90
No. 3	for fixed focus or box cameras	.90
No. 4	for 4x5 camera with lens 1 1/8 in. in diam.	.90
No. 5	for 5x7 camera with lens 1 1/4 in. in diam.	.90
No. 6	for 4x5 camera with lens 1 1/2 in. in diam.	1.20
No. 7	for 5x7 camera with lens 1 3/4 in. in diam.	1.20
No. 8	any size camera with lens 1 3/8 in. in diam.	1.35
No. 9	any size camera with lens 2 in. in diam.	1.50
No. 10	any size camera with lens 2 1/8 in. in diam.	1.85
No. 11	any size camera with lens 2 1/4 in. in diam.	1.80
No. 12	any size camera with lens 2 3/8 in. in diam.	1.95
No. 13	any size camera with lens 3 in. in diam.	2.10

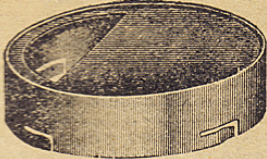
If by mail, postage extra, on Nos. 1 to 7, 3 cents; Nos. 8 to 10, 4 cents; Nos. 11 to 13, 5 cents.

In measuring your lens, take the outside diameter, remembering that the portrait lens slip over your regular lens same as a cap.

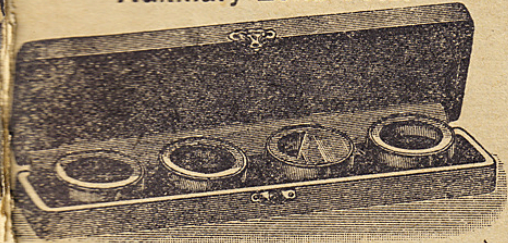
Any of the above sizes may be used on lenses 1/8 inch less in diameter than size mentioned.

Duplicators.

No. 20E2480 Duplicator. A device enabling one to photograph a person in two positions on the same plate. Very humorous and interesting pictures can be made in this way. Can be used with any folding camera. Made in same sizes as our auxiliary lenses. Cannot be used with box cameras. State diameter of lens. Price, each, any size..... 17c
If by mail, postage extra, 3 cents.



Auxiliary Lens Sets.



No. 20E2483 These sets contain one copying and enlarging lens, one portrait lens, one ray filter and one duplicator, all contained in a beautiful plush lined leather case. Put up only in the following sizes:
Set No. 1 for 4x5 camera with lens 1 1/4 in. diam. \$2.55
Set No. 2 for 5x7 camera with lens 1 3/4 in. diam. \$2.55
Set No. 3 for 4x5 camera with lens 1 1/4 in. diam. \$2.55
Set No. 4 for 5x7 camera with lens 1 3/4 in. diam. \$2.55
Postage extra on any size, if sent by mail, 8 cents. Larger sizes are not put up in cases.

PLATE HOLDERS.

We list herewith plate holders to fit the principal and best known makes of cameras on the market. We can also furnish holders to fit other makes of cameras than those mentioned below, but when such holders are ordered the name of the camera which they are to fit, also the manufacturer's name and the size must always be mentioned, as without this information we cannot fill the order.

Seroco Plate Holders.

No. 20E2510 Seroco Plate Holders, with pressed board slides, made expressly for use with any of the Seroco cameras described in this catalogue. Extra high grade holders, made from hardwood throughout, all joints dovetailed, and absolutely light tight. Compact, easy to load, easy to unload. Fitted with the best grade specially coated black pressed board slides, the most durable and the most practical slides made. Good results are an impossibility with any camera unless the plate holders are perfect.

Size.....	4x5	5x7	6 1/2 x 8 1/4	8x10
Price, each.....	45c	60c	79c	\$1.10

Always state name of camera you want the holders to fit.
No. 20E2510 1/2 Seroco Plate Holders, with hard rubber slides. Although we do not believe that hard rubber slides possess any particular points of superiority over pressed board, and while hard rubber is always liable to breakage, at the same time we appreciate the fact that many of our customers prefer this style of slide on account of the finer appearance, etc., in spite of the greater cost and danger of breakage. We are therefore pleased to furnish them when desired at the following prices:

Size.....	4x5	5x7	6 1/2 x 8 1/4	8x10
Price, each.....	60c	85c	85c	\$1.15

What camera do you want the holders for? We must know.
We absolutely guarantee every Seroco Plate Holder to be perfect in every detail.
We carry plate holders in stock, for all kinds of cameras, Premo, Poco, Century, Wizard, Korona, Montauk, Seneca, Ray and Rochester makes of all sizes. For prices send for our Special Catalogue of Photo Supplies, mailed free to any address.

Multiplying Slides.

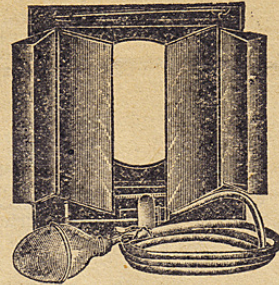
For Making Six Exposures, All Alike or All Different, on One 4x5 or 5x7 Plate.



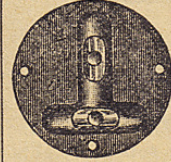
One of the latest novelties. A set of three plate holder slides so arranged that six separate exposures can be made on one plate. Can be used with any 4x5 or 5x7 focusing camera. An ordinary plate holder becomes a multiplying plate holder when these slides are used. Very easy to use. Put up in cases with each set.
No. 20E2522 Multiplying Slides. For 4x5 plate holder. Price, per set..... 38c
No. 20E2523 Multiplying Slides. For 5x7 plate holder. Price, per set..... 58c
Be sure to state name of holder that slides are to be used in. Cannot be used with box cameras.

The New Silent Shutter.

No. 20E2574 The Silent Shutter, a new device absolutely noiseless in opening. The photographer who has experienced repeated failures by reason of a child subject or a member of a group looking toward the lens at the critical moment because he heard the "click" of the shutter will appreciate this new shutter, which opens with absolute silence. The cups at the sides form air cushions which arrest the wings as they open, thus avoiding all sound. Bulb and 6 feet of rubber hose furnished with each shutter. This shutter is placed back of lens or inside of front board.



Size of opening, inches.....	2	2 1/2	3	3 1/2
Size of shutter, inches.....	3 3/4 x 4 1/2	4 3/8 x 5	5 x 5 1/2	5 3/4 x 6
Price.....	\$4.50	\$4.50	\$4.50	\$4.50
Size of opening, ins.....	4	4 1/2	5	5 1/2
Size of shutter, ins.....	6 x 6 1/2	6 1/2 x 7	7 x 7 1/2	7 1/2 x 8
Price.....	\$4.50	\$5.40	\$6.30	\$7.20
			\$7.20	\$8.10



Camera Level.
No. 20E2576 This Little Level is intended to be attached to the bed of the camera, enabling the operator to quickly and easily place the camera perfectly level. It is nicely made from brass, finely finished and accurately adjusted.
Price..... 37c

Camera Bulbs.

No. 20E2577 Bulb and Tube for Camera. Made from the very best quality of red rubber, very elastic; tube is 2 feet long and can be fitted to any shutter. Rubber always becomes hard, brittle or rotten after a certain length of time, and if the bulb and tube you now have has become useless you can easily fit one of these to your shutter.
Price..... (If by mail, postage extra, 3c) 18c



No. 20E2578 Bulb and Tube. Same as above, but small size for compact folding film cameras; short tube. Price..... 15c

Light Printing Frames.

No. 20E2580 Light Weight Printing Frame. The best light weight frame made and a great improvement over the ordinary style. A special point of advantage is the piano hinge, heretofore fitted only to the highest priced frames, giving strength and durability. The finish throughout is good.
Size, inches..... 2 1/2 x 2 1/2 3 1/4 x 3 1/4 3 1/4 x 4 1/4 4 x 4 1/2 5 x 7
Price..... 9c 9c 9c 9c 10c 13c
Not made in larger sizes.

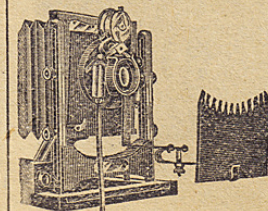
Heavy Weight Printing Frames.

No. 20E2588 Heavy Weight Printing Frames. The finest printing frame manufactured, strongly and substantially constructed throughout, heavy brass springs sliding under brass plates instead of grooves in the wood, thus preventing all wear, mortised corners, back in three pieces to prevent warping, high grade piano hinge, finished throughout in the best possible manner. It pays to get good printing frames, and these frames are the best made.

Size	per dozen	Price, each	Price, each
3 1/4 x 4 1/4	\$2.22	\$0.19	6 1/4 x 8 1/4 \$3.70 \$0.32
4 x 5	2.45	.21	8 x 10 4.30 .37
4 1/2 x 6 1/2	3.68	.32	10 x 12 5.59 .48
5 x 7	2.78	.24	11 x 14 11.06 .95
5 x 8	2.90	.25	14 x 17 13.97 1.20

The Morrison Vignetter.

No. 20E2585 The Morrison Vignetter is a very ingenious device, which can be attached to any ordinary folding camera of any size and is used in portrait work for shading off the picture gradually toward the edges, just the same as is done by professional photographers. Our illustration shows the manner in which this vignetter is used, and it is substantially constructed from spring brass, nickel plated, is quickly and easily attached to the camera and should form a part of every photographic outfit. There are two vignetting cards, each with different colors on each side, making four colors in all: Black, dark gray, light gray and white, so that the color of any background can be exactly matched.
Price..... 39c



Masks.

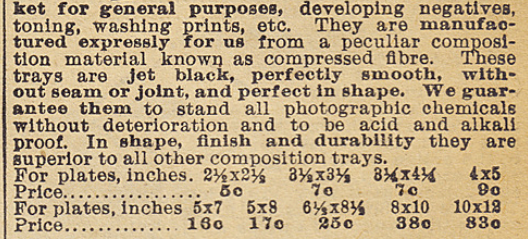
Every package contains a large assortment of fancy and novel designs.

No. 20E2587 Made from tough opaque paper, and designed to be placed between negative and sensitized paper while printing, thus producing oval, circular or various fancy shaped prints from any negative. The illustration shows only one of the many sizes of styles. Made for the following negatives: 2 1/4 x 3 1/4, 3 1/4 x 3 1/4, 3 1/4 x 4 1/4, 4 1/4 x 4 1/4, 4 x 5 and 5 x 7. Assortment No. 1 contains one oval, one circle, one rectangle, one round corner rectangle, the balance being a variety of ornamental designs. Assortment No. 2 is composed entirely of ornamental designs, all different from Assortment No. 1.
Price, per package, any size..... 18c
If by mail, postage extra, on small sizes, 2 cents; on size 4x5, 3 cents; size 5x7, 4 cents.
State which assortment you want and size of negative.



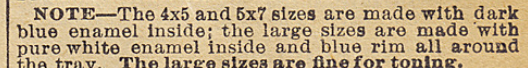
Our Special Trays.

No. 20E2588 Our Special Trays. These are the best trays on the market for general purposes, developing negatives, toning, washing prints, etc. They are manufactured expressly for us from a peculiar composition material known as compressed fibre. These trays are jet black, perfectly smooth, without seam or joint, and perfect in shape. We guarantee them to stand all photographic chemicals without deterioration and to be acid and alkali proof. In shape, finish and durability they are superior to all other composition trays.
For plates, inches..... 2 1/2 x 2 1/2 3 1/4 x 3 1/4 3 1/4 x 4 1/4 4 x 5
Price..... 5c 7c 7c 9c
For plates, inches..... 5x7 5x8 6 1/2 x 8 1/4 8x10 10x12
Price..... 16c 17c 25c 38c 83c



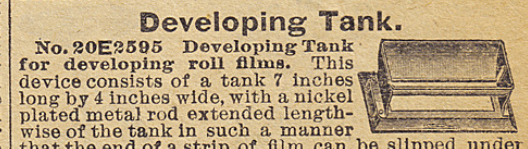
Stransky Steel Ware Enameled Trays.

No. 20E2589 Genuine Imported Stransky Steel Ware Trays for photographic use; guaranteed to be absolutely chemical proof. We consider these trays superior to all others for general all around purposes. They are equally well adapted to developing and fixing plates, toning prints and washing. They are as easily cleaned as a porcelain tray. They are absolutely proof against the action of all chemicals, including the most powerful acids. They are made in one solid piece, without joints or seams, and are practically unbreakable. These Stransky steel ware trays are underglazed and quadruple coated; guaranteed to be the very finest tray that can be produced.
For plates, inches..... 4x5 5x7 6 1/2 x 8 1/4 8x10
Price..... 14c 30c 56c 84c
For plates, inches..... 10x12 11x14 12x18 14x17
Price..... \$1.32 \$1.78 \$2.25 \$2.82
For plates, inches..... 16x20 18x20
Price..... \$2.94 \$3.75
NOTE—The 4x5 and 5x7 sizes are made with dark blue enamel inside; the large sizes are made with pure white enamel inside and blue rim all around the tray. The large sizes are fine for toning.



Porcelain Trays.

No. 20E2598 Porcelain Trays, the best grade of imported white porcelain, extra deep. These trays are very easy to keep clean, are absolutely chemical proof, and are generally considered the finest trays made for toning and other work.
For plates, inches..... 5x7 5 1/2 x 8 1/4 7x9 8x10
Price..... 49c 60c 65c 80c
For plates, in..... 10x12 11x14 14x17 15x19 19x24
Price..... \$1.32 \$2.11 \$4.80 \$6.00 \$10.00



Developing Tank.

No. 20E2595 Developing Tank for developing roll films. This device consists of a tank 7 inches long by 4 inches wide, with a nickel plated metal rod extended lengthwise of the tank in such a manner that the end of a strip of film can be slipped under the roller and the film drawn up and down through the developing solution contained in the tank. This tank not only makes the developing of roll film in strips very easy and insures good results, but at the same time it is very economical, as the amount of developing solution required in a tank of this design is much less than would be used with an ordinary tray. Strongly and substantially made throughout of metal, and nickel plated. Price..... 86c



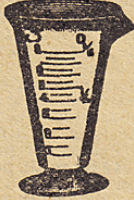
Measuring Glasses.



No. 20E2600 Tumbler Shaped Measuring Glasses. For liquids; graduated with ounces and drams; not quite as convenient as the regular cone shaped graduate, but preferred by many on account of the extremely low price.
 Price, 2 ounce..... 4c
 Price, 4 ounce..... 6c
 Price, 8 ounce..... 9c
 Not mallable.

Pressed Line Graduates.

No. 20E2605 Cone Shaped Graduates. For measuring liquids; marked with scale showing ounces and drams. Perfectly accurate.
 Price, 1 ounce..... 8c
 Price, 2 ounce..... 9c
 Price, 4 ounce..... 12c
 Price, 8 ounce..... 18c
 Price, 16 ounce..... 27c



Engraved Graduates.

No. 20E2606 Cone Shaped Graduates, all lines and figures engraved by hand, the most carefully made and accurate graduate on the market.
 Price, 1 ounce..... 12c
 Price, 2 ounce..... 18c
 Price, 4 ounce..... 20c
 Price, 8 ounce..... 32c
 Price, 16 ounce..... 50c
 Price, 32 ounce..... 88c



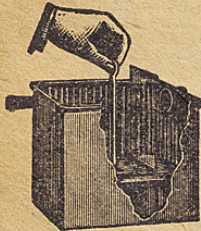
Fixing Baths.

No. 20E2610 These Fixing Baths are made of metal, thoroughly coated with a preparation which renders them impervious to the action of hypo. They are a very great convenience at a very low price. The use of these baths for fixing avoids the danger of spots and stains, which is the frequent result of fixing in the ordinary tray. They hold six plates each. These baths are provided with a rising bottom, so that the plates are readily raised above the top—a great convenience in removing them from the box and avoiding the danger of scratching.



No. 0, for plates 3 1/4 x 3 1/4. Price..... 20c
 No. 1, for plates 3 1/4 x 4 1/4. Price..... 22c
 No. 2, for plates 4 x 5. Price..... 24c
 No. 3, for plates 5 x 7 or 5 x 8. Price..... 30c
 If by mail, postage extra, 10, 15 and 22 cents.

Zinc Washing Box.



No. 20E2615 Zinc Washing Box, a perfect device for washing plates, and should form a part of every photographic outfit. Constructed throughout of zinc and cannot rust. The water enters through the inlet tube, is circulated through the whole area of the box and passes off through the outlet tube. The patent lifting bottom is a valuable feature of this box, as the plates can be lifted out with no danger whatever of scratching. If running water is not at hand, the box is simply filled and emptied several times, in this way thoroughly washing the plates. Once used you will never be without it again.

No. 1, for plates 3 1/4 x 3 1/4. Price..... 48c
 No. 2, for plates 4 1/2 x 6 1/2. Price..... 53c
 No. 3, for plates 3 1/4 x 4 1/4 or 4 1/4 x 6 1/2. Price..... 49c
 No. 4, for plates 5 x 7 or 5 x 8. Price..... 68c
 No. 5, for plates 6 1/2 x 8 1/2. Price..... 75c
 Too heavy to send by mail.

Glass Funnels.

No. 20E2630 Glass Funnel, plain, for filtering, bottling solutions, etc.
 1/2 pint. Price..... 7c
 1 pint. Price..... 9c
 1 quart. Price..... 17c
 2 quart. Price..... 22c



Fluted Glass Funnel.

No. 20E2631 Glass Funnel, fluted, for filtering. More desirable than plain funnels, because filtering is much more rapid.
 1/2 pint. Price..... 13c
 1 pint. Price..... 16c
 1 quart. Price..... 20c
 2 quart. Price..... 34c
 Too heavy to send by mail.



New Style Photo Scale for 32 Cents.

No. 20E2656 The best scale yet devised at a low price; answers all the requirements in making up solutions, etc. Simple, nothing to get out of order, accurate and convenient, no loose weights. Weighs up to 12 drams. Pan is made of glass and easily cleaned. Price..... 32c
 If by mail, postage extra, 10 cents.
 No. 20E2657 Extra Glass Pans for No. 20E2656 Scale. Price..... 10c

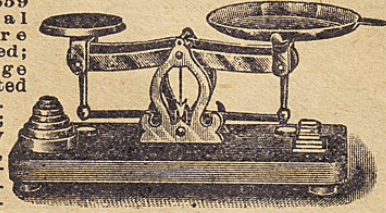


An Imported Scale for \$1.10.

No. 20E2658 Our Imported Balance Scale, made in Germany, has 2 1/4-inch brass pans, brass pillar, 6-inch beam, and stands 12 inches high when set up for use. The entire scale packs away in the box on which it is set up, has complete set of weights from 1/2 grain to 2 drams and comes complete in oak box.
 Price, complete..... \$1.10
 If by mail, postage extra, 20 cents.

Our Best Photo Scale.

No. 20E2659 All metal parts are nickel plated; it has large nickel plated pan, 3 1/2 in. diameter; it is very sensitive, finely finished, accurately adjusted and durable. Two complete sets of weights are included, one set of avoirdupois, 1/2 of an ounce to 2 ounces, and one set of dram, scruple and grain weights. Price, complete..... \$1.85
 If by mail, postage extra, 40 cents.



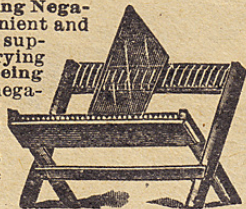
Flash Light Cartridges.

No. 20E2669 For making flash light pictures without a lamp. Each cartridge contains sufficient powder for one exposure, and for use the cartridge is simply placed on a stove shovel or other article which will not be injured and the fuse lighted. A blinding flash of white light follows and the picture is made instantaneously. Made in three sizes and put up in packages of 1/2 dozen each. Price per pkg.
 Size No. 1, 1/2 dozen 20-grain cartridges..... 10c
 Size No. 2, 1/2 dozen 40-grain cartridges..... 20c
 Size No. 3, 1/2 dozen 60-grain cartridges..... 25c
 (Unmallable.)



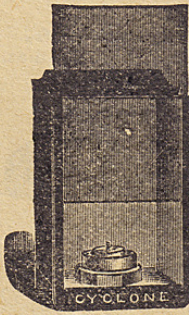
Folding Negative Racks.

No. 20E2675 The Folding Negative Rack is a very convenient and necessary accessory for the support of negatives while drying and prevents them from being scratched; will hold 12 negatives. For plates, 4x5 or smaller. Price..... 8c
 No. 20E2676 Folding Negative Rack. Same as above, but larger, holds 24 negatives, suitable for any size up to and including 8x10. Price..... 9c



Ruby Lamps.

No. 20E2680 Candle Ruby Lamp, constructed of metal, has deep ruby glass, burns candle. A very convenient and satisfactory lamp at a low price. Price..... 14c

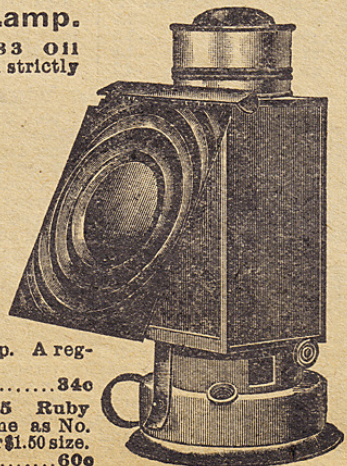


Extra Candles.

No. 20E2681 Candles to fit above lamp, small flat paraffine candles in pasteboard cups, burn two hours. Made especially for dark room lamps. Price, per dozen..... 17c

Oil Ruby Lamp.

No. 20E2683 Oil Ruby Lamp. A strictly first class metal lamp, fitted with both orange and ruby glass, which gives the safest and best light. Has adjustable screen for shielding the eyes, ventilation is perfect, reservoir can be filled from outside and light be turned up or down without opening the lamp. A regular \$1.00 lamp.
 Price..... 34c
 No. 20E2685 Ruby Oil Lamp, same as No. 20E2683. Regular \$1.50 size. Price..... 60c



Print Rollers.



Indispensable for smoothing down prints after mounting and for squeezeing prints on ferrotype plates.
 No. 20E2695 4-inch Print Roller, rubber covered large wood handle, as shown in illustration. Price..... 10c
 No. 20E2697 6-inch Print Roller, rubber covered large wood handle, as shown in illustration. Price..... 18c

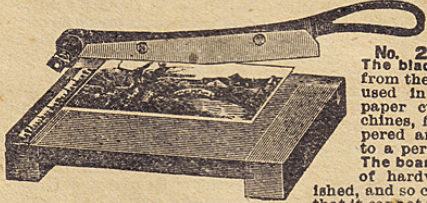
Print Trimmers.

No. 20E2700 Prints always have to be trimmed before mounting, and while this can, of course, be done fairly well with scissors or knife, at the same time the advantages of a regular trimmer as here illustrated will be readily apparent. It trims the prints quickly, easily and squarely. The blade is made of finest tempered steel, the board of polished hardwood, has graduated measure which also serves as guide for the paper. Our illustration shows way in which this trimmer is used. Trims any size from 4x5 down. Price..... 45c
 No. 20E2701 Trimming Board, same as No. 20E2700, but larger, suitable for prints up to 5x7. Price..... 35c
 No. 20E2702 Trimming Board, same as No. 20E2700, but with 10 1/4-inch blade, suitable for any size up to and including 8x10. Price..... 35c



Our Best Grade Trimmer.

No. 20E2710 The blade is made from the same steel used in the best paper cutting machines, finely tempered and ground to a perfect edge. The board is made of hardwood, polished, and so constructed that it cannot warp. The spring joint, by which the blade is attached, allows a slight lateral motion, so that the two cutting edges are in perfect contact at every point, insuring perfect, clean cut edges to either card or paper. The illustration shows method of trimming a print.
 Length of blade, inches..... 6 1/4 8 1/2 10 1/2 12 1/2
 Price..... 90c \$1.25 \$1.90 \$2.30



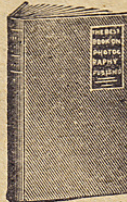
Centering Square.

No. 20E2711 Centering Square. A novel device by means of which photographic prints can be instantly and accurately centered on the card mount. Everyone knows how difficult it is to put the pictures square on the card sometimes, and this little device overcomes all this trouble, resulting in much better looking pictures. Made of brass, nickel plated, full instructions with each one. Price..... 22c



Photographic Instruction Book.

281 Pages. Fully Illustrated. Bound in Cloth. By Townsend D. Stith.
 Publishers' price, \$1.00; our special price..... 40c
 No. 20E3860 A systematic course and working guide in all the processes which ordinarily take up the attention of camera workers. This is absolutely the best book on the subject published. It tells how to choose a camera, all about developing, all about printing and the different methods of toning, tells all about the different kinds of plates and sensitized papers, how to use each and their special advantages. Explains in detail the best way to make interior flash lights, portrait groups, landscapes. Complete instructions for retouching, copying, making lantern slides and enlargements, and thousands of other subjects of interest for all who would know and understand the camera. Size, 5x7 inches. 281 pages.
 Retail price, \$1.00; our price..... 40c
 If by mail, postage extra, 10 cents.



Photography Self Taught.

In cloth binding, 23c. In paper binding, 13c. 145 pages.
 No. 20E3865 Photography Self Taught will enable any man, woman or child of ordinary intelligence, without previous experience, by simply following the instructions contained in this volume, to soon acquire the knowledge necessary to operate the camera, develop the plate (or film) and print and finish the picture. Chapters on hand cameras, viewing cameras, lenses, shutters, plate holders, roll holders, developing dry plates, films, landscapes, portraits, interiors, flash lights, groups, instantaneous work, printing, etc.
 Price, paper..... 12c
 If by mail, postage extra, 3 cents.
 Price, cloth..... 23c
 If by mail, postage extra, 5 cents.



YOUR MONEY WILL BE IMMEDIATELY RETURNED TO YOU FOR ANY GOODS NOT PERFECTLY SATISFACTORY.

BACKGROUNDS

OUR BACKGROUNDS ARE ALL PAINTED IN OIL ON FINE MUSLIN, perfectly waterproof, and will not crack; practically indestructible. Do not compare our grounds with water color grounds or distemper, which are ruined if touched by water and can hardly be handled without cracking. A secret process known only to the painter who makes our backgrounds, enables him to get a perfect dull or dead finished surface in oil, making an ideal background, crackproof, waterproof and photographically correct.

CLOUDED HEADGROUNDS.



Clouded Design No. 40.
No. 20E2719 The above headgrounds, in clouded designs, Nos. 40, 41 and 42, are especially suitable for bust pictures, although the larger sizes, 5x7 and 6x8 are extensively used for full figure and small groups. Very artistic, up to date grounds, giving the soft shadowy effects so desirable for portrait work. Painted in oil on the best muslin. No better headgrounds made at any price. State whether you want design No. 40, 41 or 42.
 These grounds are suitable for either right or left light, and several different effects can be obtained by using the ground in different positions.

Clouded Design No. 41.
 Size, 4x4 feet. Price... \$0.70
 Size, 5x6 feet. Price... .84
 Size, 5x7 feet. Price... 1.05
 Size, 6x8 feet. Price... 1.50

SPECIAL COLORED HEADGROUND.

No. 20E2723 This is a special design, made expressly for us and painted in colors; green, salmon, black and white, producing a most pleasing appearance and giving the most perfect photographic quality.

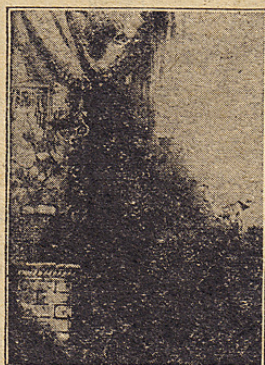
This ground is painted on the best grade of muslin, perfectly waterproof and guaranteed not to crack. Made in two sizes only. Design No. 60.

Size, 5x6 feet. Price... \$1.30
 Size, 6x8 feet. Price... 2.25



Headground No. 60.

NEW COLORED ETCHED GROUNDS.



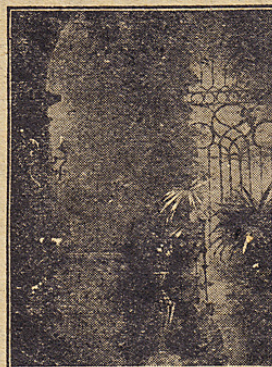
Etched Design No. 20.
No. 20E2727 These backgrounds represent the very latest in stylish up to date designs. They are painted with the new etched effect and are painted in colors; green, salmon, black and white, giving them a most pleasing appearance, making them an ornament to any studio, and the colors are so skillfully selected and so carefully applied that the most perfect photographic effect is obtained.

Etched Design No. 22.

We offer these new grounds in two designs, Nos. 20 and 22, in the following sizes. State design wanted:

Size, 6x 8 feet.	Price	\$ 4.10
Size, 8x 8 feet.	Price	4.95
Size, 8x10 feet.	Price	6.25
Size, 8x15 feet.	Price	8.00
Size, 10x15 feet.	Price	11.00
Size, 12x15 feet.	Price	12.00

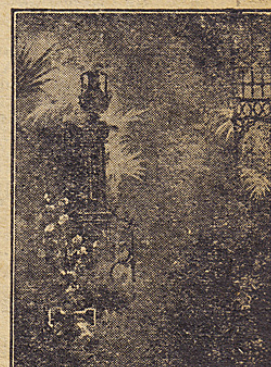
SCENIC BACKGROUNDS.



Scenic Design No. 1.



Scenic Design No. 5.



Scenic Design No. 7.



Scenic Design No. 10.

No. 20E2735 The above illustrations show our line of scenic backgrounds, painted expressly for us, the very latest and most artistic designs, painted in oil, on the best grade of muslin, guaranteed to be waterproof, will not crack, and will stand more rough handling than any other grounds made.

Size, 6x 8 feet.	Price	\$3.30
Size, 8x 8 feet.	Price	3.90
Size, 8x10 feet.	Price	4.95
Size, 8x15 feet. With Floor Extension.	Price	6.40
Size, 10x15 feet. With Floor Extension.	Price	8.90
Size, 12x15 feet. With Floor Extension.	Price	9.75

State size, design, and which side light falls on, when ordering. If light falls on right side of sitter, when sitter is in position, it is "right light." Right light falls on left side of operator when operator faces sitter. Do not judge these backgrounds by the prices we ask for them. There are no better grounds painted at any price.

Plain Black and Blue-White Grounds.

No. 20E2728 These perfectly plain, flat tinted backgrounds are the very latest and most up to date grounds for portrait work. They are suitable both for indoor and outdoor use, make splendid grounds for the use of amateur photographers and are extensively used by the most up to date professional photographers in the large cities.

The blue-white ground photographs almost white, having just enough tint in it to afford a little contrast with white draperies, and is the best color to use if the pictures are to be vignettted. The black ground is a perfect dead black and is particularly desirable when making portraits with Rembrandt lighting.

Size, 5x 6 feet.	Price	\$0.90
Size, 6x 8 feet.	Price	1.60
Size, 8x10 feet.	Price	4.00
Size, 8x15 feet. With floor extension.	Price	6.00

THE PHOTO MINIATURES.

SERIES OF BOOKS on photographic subjects, each number complete in itself, the most up to date, reliable and accurate books published; 48 to 64 pages in each book, fine half-tone illustrations, printed on good paper.

THESE BOOKS will help you to make better pictures and will make photography more interesting. Include at least one every time you order supplies, and you will soon have a complete photographic library.

Price of any of these books, 23c each.

If by mail, postage extra, 2 cents.

No. 20E3800 THE POSE IN PORTRAITURE. A practical treatise on the art of posing. With full instructions for posing single figures and groups.

No. 20E3801 PHOTOGRAPHY OUTDOORS. Choice of apparatus, treatment of subject, landscapes with and without figures, coast scenes, shipping.

No. 20E3802 STEREOSCOPIC PHOTOGRAPHY. The theory and practice of stereoscopy. Complete and practical.

No. 20E3803 PLATINOTYPE PROCESSES. How to use the different varieties of platinum paper. Glycerine development, etc. With special frontispiece and other illustrations.

No. 20E3804 LANTERN SLIDES. How to make slides by practical methods. Special tones by development. Color-plates, choice of mats, binding, etc.

No. 20E3805 RETOUCHING NEGATIVES AND PRINTS. Shows the various methods of retouching. Modeling. The "dig" of negatives. With illustrations.

No. 20E3806 STREET PHOTOGRAPHY How to photograph the life of the streets. Composition. Perspective, etc. Day, snow, and night photography.

No. 20E3807 INTENSIFICATION AND REDUCTION. A fully written and practical guide. With tested formula and methods of manipulation.

No. 20E3808 THE CARBON PROCESS. Single and double transfer. Sensitizing, printing, development, etc.

No. 20E3809 CHEMICAL NOTIONS FOR PHOTOGRAPHERS. A simple and lucid explanation of the chemical changes on which photography is based. Diagrams.

No. 20E3810 PHOTOGRAPHING CHILDREN. Contains original hints and ideas on this fascinating branch of work. With many illustrations showing how it should be done.

No. 20E3811 WINTER PHOTOGRAPHY. All the classes of outdoor work available in winter are dealt with in a plain and practical way.

No. 20E3812 TRIMMING, MOUNTING AND FRAMING. A plainly written handbook on the finishing and framing of photographs so as to secure the most effective results.

No. 20E3813 PHOTOGRAPHING CLOUDS. Plain information and charming illustrations; the getting of clouds separately; clouds in views, and printing in of clouds.

No. 20E3815 PINHOLE PHOTOGRAPHY. How to make photographs without a lens; how to make a pinhole camera; exposures. Various classes of subjects.

No. 20E3817 PHOTOGRAPHING INTERIORS. Covers every detail of apparatus and manipulation for daylight and flash-light work, separately and combined.

No. 20E3818 PHOTOGRAPHING AT NIGHT The only book dealing with photography out of doors at night; street views, buildings, festivals, pyrotechnics, park scenes, etc.

No. 20E3819 ENLARGING NEGATIVES. Practical method for making large negatives from small negatives.

No. 20E3820 FILM PHOTOGRAPHY. A practical digest of all the available information concerning cut films, roll films, paper films, and their successful manipulation.

No. 20E3821 PLATINOTYPE MODIFICATIONS. Describing with abundant formula all of the reliable ways of obtaining platinotypes in various colors. Examples in colors.

Price of any of these books, each 23c

If by mail, postage extra, each, 2 cents.

Photographers' Kits.

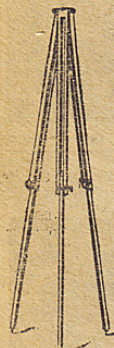


KITS are thin wooden frames which fit into a plate holder, the same as an ordinary plate, and the opening in the center holds a plate of smaller size than the holder is designed for. They are to be used when it is desired to take smaller pictures than the regular size of the camera, and thus save the expense of the larger plates.

No. 20E2505	Kit, 4 x 6	to hold 3 1/2 x 3 1/2 plates	10c
No. 20E2506	Kit, 4 x 6	to hold 3 x 4 1/2 plates	10c
No. 20E2507	Kit, 4 1/2 x 6 1/2	to hold 3 1/2 x 4 1/2 plates	10c
No. 20E2508	Kit, 5 x 7	to hold 3 1/2 x 4 1/2 plates	13c
No. 20E2509	Kit, 5 x 7	to hold 4 x 5 plates	13c
No. 20E2510	Kit, 5 x 8	to hold 3 1/2 x 4 1/2 plates	14c
No. 20E2511	Kit, 5 x 8	to hold 4 x 5 plates	14c
No. 20E2512	Kit, 5 x 8	to hold 4 1/2 x 6 1/2 plates	14c
No. 20E2513	Kit, 6 1/2 x 8 1/2	to hold 4 x 5 plates	16c
No. 20E2514	Kit, 6 1/2 x 8 1/2	to hold 4 1/2 x 6 1/2 plates	16c
No. 20E2515	Kit, 6 1/2 x 8 1/2	to hold 5 x 7 plates	16c
No. 20E2516	Kit, 8 x 10	to hold 4 x 5 plates	20c
No. 20E2517	Kit, 8 x 10	to hold 4 1/2 x 6 1/2 plates	20c
No. 20E2518	Kit, 8 x 10	to hold 5 x 7 plates	20c
No. 20E2519	Kit, 8 x 10	to hold 6 1/2 x 8 1/2 plates	20c

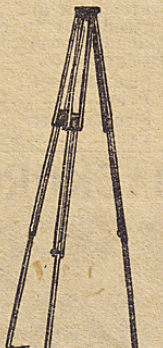
We cannot furnish any sizes not quoted in above list.

Camera Tripods.



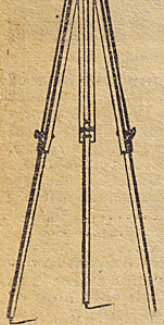
No. 20E2560 Sliding Tripod for 4x5 cameras. A light, well made, hand-somely finished tripod, made from selected spruce, folding compactly, and adapted to any 4x5 hand camera or folding hand camera, such as the Delmars or other light cameras. Price..... 45c

No. 20E2562 Combination Tripod for 4x5 cameras. A light, well made, combined sliding and folding tripod, with detachable head; suitable for use with any 4x5 camera, and even for 5x7, provided the camera is not very heavy. Price..... \$1.20



No. 20E2563 Ebony Combination Tripod, same as No. 20E2562, but with dead blackebony finish and nickel plated metal parts. A very handsome and high grade tripod. Price..... \$1.50

Hardwood Sliding Tripod.



No. 20E2566 Our Best Grade Sliding Tripod is without a doubt the most perfect sliding tripod made. Constructed of best selected spruce, top of three-piece wood to prevent warping and covered with felt. A special brass binding plate, operated by set screw, clamps the legs securely at any desired height. Suitable for hand cameras, folding hand cameras or regular view cameras.

Size No. 1. For cameras from 4x5 to 6 1/2 x 8 1/2. Price..... \$1.40

Size No. 2. For cameras from 5x8 to 8x10. Price..... \$1.75

Size No. 3. For cameras from 8x10 to 11x14. Price..... \$2.10

Combination Tripod.

No. 20E2569 Combination Tripod, a combined sliding and folding tripod, one of the most convenient forms yet devised. Quickly set up for use, readily adjusted to any desired height and perfectly rigid. Made in three sections with detachable head, the lower section slides into the second, while the upper section folds back upon it, thus making a very compact tripod. Made from specially selected, straight grained, thoroughly seasoned ash.

THE BEST TRIPOD MADE.

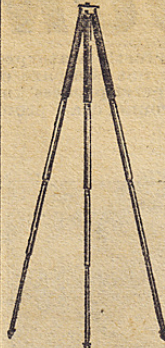
Size No. 2 1/2. For cameras from 4x5 to 6 1/2 x 8 1/2. Price..... \$2.10

Size No. 3. For cameras from 6 1/2 x 8 1/2 to 10x12. Price..... \$2.45

Size No. 4. For cameras from 8x10 to 14x17. Price..... \$3.15

NOTE—We believe it pays to use a good, strong, heavy, rigid tripod. It is the practice of nearly all dealers in photographic supplies to overstate the capacity of tripods. Tripods corresponding in weight, strength and rigidity to our No. 2 1/2 combination are recommended by most dealers and manufacturers for 6 1/2 x 8 1/2 cameras. In our opinion a tripod of this weight is best suited to a 5x7 or 4x5 camera. Most dealers recommend a tripod corresponding to our No. 4 combination for 11x14 and 14x17 cameras. In our opinion a tripod of this weight is best suited to an 8x10 camera. Compared with other tripods of the same weight, strength and serviceability, our prices are lower than the prices of any dealer with whom we have compared.

Telescopic Metal Tripods.



No. 20E2570 These New Telescopic Metal Tripods are the lightest and most compact tripods on the market. They are very convenient to use under all conditions and especially desirable when traveling.

They are very substantially constructed, very carefully made and finely finished throughout. Each joint telescopes, or slides into the joint above it, a spring catch holding the legs of the tripod firmly when they are fully extended.

Size No. 1. Three sections, adapted to light 4x5 or smaller cameras. Price..... \$1.50

Size No. 2. Four sections, heavier tubing than No. 1, adapted to ordinary 4x5 cameras. Price..... \$1.95

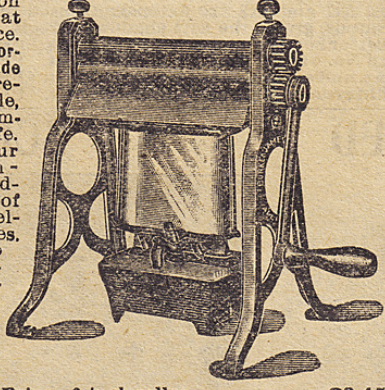
Size No. 3. Five sections and light 5x7 cameras. Price..... \$2.65

Size No. 4. Seven sections, extra high grade, made of heavier tubing, giving additional strength and greater compactness, as the seven sections, when folded, fit together very compactly. Suitable for any style of 4x5 or 5x7 camera. Price..... \$3.00

heavier and stronger tubing, adapted to heavy 4x5 and light 5x7 cameras. Price..... \$2.65

Burnishers.

No. 20E2770 Amateur Burnishers, the only thoroughly practical oil heating, double roller burnishers yet placed on the market at a low price. They are thoroughly well made in every respect, simple, clean, economical and safe. Make your outfit complete by adding one of these excellent machines. Suitable also for regular professional use.



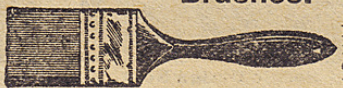
Size No. 1. Price, 6-inch roller..... \$3.45

Size No. 2. Price, 8-inch roller..... 4.25

Size No. 3. Price, 10-inch roller..... 5.50

Size No. 4. Price, 12-inch roller..... 7.60

Brushes.



brush designed especially for photographic use, wood handle, tin bound.

1 inch wide..... 3c

1 1/2 inches wide..... 4c

2 inches wide..... 6c

2 1/2 inches wide..... 9c

3 inches wide..... 11c

No. 20E2795 Camel's Hair Brushes, tin bound, wood handles, very soft and fine, used for dusting plates before placing in holder, dusting negatives, etc.

1 inch wide..... 11c

1 1/2 inches wide..... 16c

2 inches wide..... 21c

2 1/2 inches wide..... 33c

3 inches wide..... 35c

Blotting Paper.

No. 20E2800 Photographers' Blotting Paper, for mounting prints. Chemically pure and perfectly lintless. Price, 9x12 inches, per dozen..... 8c

Price, 20x24 inches, per dozen..... 29c

If by mail, postage extra, per dozen, 8c and 30c.

No. 20E2801 Perfection Blotter Book. A very handy device for drying prints perfectly flat. This book consists of 12 sheets of chemically pure, lintless blotting paper, 9x12 inches, interleaved with a fine quality of wax paper, bound in heavy manilla, with leatherette back.

Price..... 15c

No. 20E2802 Filter Paper. Round, in packages of 10 sheets.

Price, 18 inches in diameter, per package, 10c

Price, 13 inches in diameter, per package, 7c

Price, 10 inches in diameter, per package, 6c

Price, 8 inches in diameter, per package, 5c

No. 20E2810 Litmus Paper, for testing solutions to ascertain whether alkaline or acid; very useful in making toning baths. Put up in bottles containing 100 sheets. State whether red or blue is desired.

Price, per bottle..... 7c

If by mail, postage extra, 3 cents.

No. 20E2815 Postoffice Paper. A yellow paper for dark room use, making ruby light, etc.

Size, 18x22 inches. Price, per dozen sheets..... 12c

If by mail, postage extra, per sheet, 1 cent.

No. 20E2820 Ruby Fabric. A good substitute for ruby glass, and not liable to breakage. Size, 15x18 inches. Price, per sheet..... 15c

If by mail, postage extra, per sheet, 1 cent.

No. 20E2822 Metal Plush Pins. For hanging up films and prints to dry, strong sharp pointed steel pins with large substantial metal heads. A great convenience for any photographer.

Price, per box of 12 pins..... 13c

Negative Preservers.

No. 20E2825 Envelopes for Preserving Negatives, made of strong manila, the proper size for negatives, open at the end and have notched cut for admitting thumb and finger in removing; printed on the face with lines for number, description, etc.; put up in packages of 50 each.

Size	Per pkg.	Size	Per pkg.
3 1/2 x 3 1/2	7c	5 x 8	16c
3 1/2 x 4 1/2	8c	6 1/2 x 8 1/2	21c
4 1/2 x 5 1/2	11c	8 x 10	23c
5 x 7	14c		



Lavette's Mailing Envelope.

No. 20E2826 Genuine Lavette Envelopes, the best envelopes made for mailing photographs. They comply with the United States postal service regulations and constitute thoroughly safe package for mailing photographs, completely protect the photographs from injury to the mails.

Size, inches	Price, per dozen	Price, per 100
4 1/2 x 7	12c	\$0.9
5 1/2 x 7 1/2	17c	1.3
6 x 8 1/2	28c	2.1
7 x 9 1/2	28c	2.1
6 x 10 1/2	31c	2.3
8 1/2 x 10 1/2	40c	3.0
8 1/2 x 11 1/2	41c	3.1
8 1/2 x 13	42c	3.2



Ground Glass.

No. 20E2830 Ground Glass for replacing broken screens in cameras, making transparencies, etc. finest quality, mud ground.

Size	Price	Size	Price
3 1/2 x 4 1/2	8c	6 1/2 x 8 1/2	17c
4 x 5	8c	8 x 10	17c
4 1/2 x 6 1/2	8c	10 x 12	26c
5 x 7	12c	11 x 14	34c
5 x 8	12c	14 x 17, double thick	69c

Ruby and Orange Glass.

No. 20E2835 Ruby or Orange Glass for lanterns where it is desired to have the lamp on the outside, replacing broken lantern glass, etc.

Size	Price, per light
6 1/2 x 8 1/2	19c
8 x 10	23c
10 x 12	32c
11 x 14	40c
16 x 20	60c

Be sure and state which color is wanted.

Squeegee Plates.

No. 20E2840 Ferrotypes Plates, extra fine quality, for squeegeeing or producing a glossy finish without burnishing.

Size	Price, per light
5 x 7 inches	4c
7 x 10 inches	7c
10 x 14 inches	9c

If by mail, postage extra, 3 and 10 cents.

Extra Heavy Squeegee Plates.

No. 20E2842 Extra Heavy Squeegee Plates, extra fine quality, made in 10x14-inch size only. Price 19c

Retouching Goods.

No. 20E2851 A. W. Faber's Pencils. The best pencils in the world for retouching; any degree of hardness; 3-H sent unless otherwise ordered.

Price, per dozen, 90c; each..... 8c

No. 20E2857 Sable Brushes. For spotting; polished cedar handles; nickel plated ferrules; No. 5 to 6. Price..... 5c

No. 20E2858 India Ink. Lion Head brand; spotting. Price, per stick..... 9c

No. 20E2859 Spotting Colors. Set of three proved spotting colors on celluloid sheets, suitable for any kind of paper; very handy. Price..... 12c

No. 20E2860 Retouching Glass, 4 inches in diameter; highest grade manufactured; very powerful nickel plated rim; black wood handle. Price, \$1.10

No. 20E2861 Retouching Glass, 4 inches in diameter, ordinary quality, same as the regular supply houses furnish. Price..... 75c

No. 20E2862 Calcined Flour. A retouching medium for producing a fine matt surface on negatives so they will take the pencil readily and smoothly. Guaranteed not to scratch. Price, per can, 17c

No. 20E2863 Retouching Varnish or Dope. fine retouching medium, suited to either hard or soft pencil. Price, per bottle..... 15c

No. 20E2864 Retouching Frame. Fitted with adjustable reflector, ground glass and drawer for pencils. Folds compactly when not in use. Price, \$1.00 or smaller. Price..... \$2.30

No. 20E2865 "Retouching Negatives and Prints" A complete guide to retouching, describing all the various methods and explaining everything very fully. Price, per copy..... 25c

Rubber Finger Tips.

No. 20E2870 Rubber Finger Tips, made of pure rubber, put up in sets of three; prevents staining the fingers when developing, etc. Price, per set..... 8c

If by mail, postage extra, 2 cents.

Trimmers.

No. 20E2874 Straight Trimmers, for trimming prints; the cutting knife is a small wheel which revolves and leaves very clean edge. Price 14c

Extra wheels, 8 cents each.



No. 20E2875 Swivel Trimmers, same as No. 20E2874 but cutting wheel is swivel mounted and can follow curved surface. Price.....16c
 Extra wheels, 8 cents each.
 If by mail, postage extra, 4 cents.
NOTE—Prints must be laid on a sheet of metal or piece of glass when using above trimmers.

Rotary Trimmer.
 No. 20E2877 Rotary Trimmer, for trimming round, oval or square prints; ball bearing knife, easily and quickly changed; a perfect cutter; very handy; can be carried in vest pocket. Price.....19c
 No. 20E2878 Extra Knives for No. 20E2877, regular style. Price.....11c
 No. 20E2879 Mask Knives, for above rotary trimmer, with shoulder constructed so that a white margin can be left around print. Price.....12c

Round and Oval Trimming Forms.
 No. 20E2880 Perfectly made steel trimming forms, with copper oxidized finish.
 Size Price, each, any size.....12c

No.	Size	A.	B.	C.	D.	E.	F.	G.	H.	J.	K.	L.	M.
0.	Oval 1 1/2 x 2	Oval 1 1/2 x 2 1/2	Oval 1 1/2 x 3	Oval 1 1/2 x 3 1/2	Oval 1 1/2 x 4	Oval 1 1/2 x 4 1/2	Oval 1 1/2 x 5	Oval 1 1/2 x 5 1/2	Oval 1 1/2 x 6	Oval 1 1/2 x 6 1/2	Oval 1 1/2 x 7	Oval 1 1/2 x 7 1/2	Oval 1 1/2 x 8
1.	Oval 2 x 2 1/2	Oval 2 x 3	Oval 2 x 3 1/2	Oval 2 x 4	Oval 2 x 4 1/2	Oval 2 x 5	Oval 2 x 5 1/2	Oval 2 x 6	Oval 2 x 6 1/2	Oval 2 x 7	Oval 2 x 7 1/2	Oval 2 x 8	Oval 2 x 8 1/2
2.	Oval 3 x 4 1/2	Oval 3 x 5	Oval 3 x 5 1/2	Oval 3 x 6	Oval 3 x 6 1/2	Oval 3 x 7	Oval 3 x 7 1/2	Oval 3 x 8	Oval 3 x 8 1/2	Oval 3 x 9	Oval 3 x 9 1/2	Oval 3 x 10	Oval 3 x 10 1/2
3.	Oval 3 1/2 x 5	Oval 3 1/2 x 5 1/2	Oval 3 1/2 x 6	Oval 3 1/2 x 6 1/2	Oval 3 1/2 x 7	Oval 3 1/2 x 7 1/2	Oval 3 1/2 x 8	Oval 3 1/2 x 8 1/2	Oval 3 1/2 x 9	Oval 3 1/2 x 9 1/2	Oval 3 1/2 x 10	Oval 3 1/2 x 10 1/2	Oval 3 1/2 x 11
4.	Oval 2 1/2 x 3 1/2	Oval 2 1/2 x 4	Oval 2 1/2 x 4 1/2	Oval 2 1/2 x 5	Oval 2 1/2 x 5 1/2	Oval 2 1/2 x 6	Oval 2 1/2 x 6 1/2	Oval 2 1/2 x 7	Oval 2 1/2 x 7 1/2	Oval 2 1/2 x 8	Oval 2 1/2 x 8 1/2	Oval 2 1/2 x 9	Oval 2 1/2 x 9 1/2
5.	Oval 3 x 5 1/2	Oval 3 x 6	Oval 3 x 6 1/2	Oval 3 x 7	Oval 3 x 7 1/2	Oval 3 x 8	Oval 3 x 8 1/2	Oval 3 x 9	Oval 3 x 9 1/2	Oval 3 x 10	Oval 3 x 10 1/2	Oval 3 x 11	Oval 3 x 11 1/2
6.	Oval 4 1/2 x 6	Oval 4 1/2 x 6 1/2	Oval 4 1/2 x 7	Oval 4 1/2 x 7 1/2	Oval 4 1/2 x 8	Oval 4 1/2 x 8 1/2	Oval 4 1/2 x 9	Oval 4 1/2 x 9 1/2	Oval 4 1/2 x 10	Oval 4 1/2 x 10 1/2	Oval 4 1/2 x 11	Oval 4 1/2 x 11 1/2	Oval 4 1/2 x 12
7.	Circle 2 1/2 inches	Circle 2 1/2 inches	Circle 2 1/2 inches	Circle 2 1/2 inches	Circle 2 1/2 inches	Circle 2 1/2 inches	Circle 2 1/2 inches	Circle 2 1/2 inches	Circle 2 1/2 inches	Circle 2 1/2 inches	Circle 2 1/2 inches	Circle 2 1/2 inches	Circle 2 1/2 inches
8.	Circle 3 inches	Circle 3 inches	Circle 3 inches	Circle 3 inches	Circle 3 inches	Circle 3 inches	Circle 3 inches	Circle 3 inches	Circle 3 inches	Circle 3 inches	Circle 3 inches	Circle 3 inches	Circle 3 inches
9.	Circle 3 1/4 inches	Circle 3 1/4 inches	Circle 3 1/4 inches	Circle 3 1/4 inches	Circle 3 1/4 inches	Circle 3 1/4 inches	Circle 3 1/4 inches	Circle 3 1/4 inches	Circle 3 1/4 inches	Circle 3 1/4 inches	Circle 3 1/4 inches	Circle 3 1/4 inches	Circle 3 1/4 inches

Emboss Your Own Cards.
 No. 20E2882 Embossing Tool, for making raised center mounts on ordinary chain cards. This tool is used in connection with above trimming forms. The card is simply laid on the form and the embosser, which consists of a very perfect steel ball, mounted in the end of a substantial handle, is run around the edge of the form with sufficient pressure to depress the cardboard. Our Nos. 20E3325 and 20E3330 cards are particularly well suited for embossing in this manner, although it works perfectly with any kind of plain cardboard. The card, of course, is embossed with the same form used to trim the prints, consequently oval prints of any size may be made without investing in a large assortment of embossed cards, and the print is sure to fit the embossing. Price.....85c
 If by mail, postage extra, 4 cents.

Hydrometers.
 No. 20E2888 For making up solutions by hydrometer test instead of by using scales and weights; very convenient. Complete, with glass jar, in wooden box. Price.....15c
 If by mail, postage extra, 10 cents.

Focus Cloth.
 No. 20E2890 Fine Quality Black Gossamer Focus Cloth, 36x36 inches. Price.....29c
 No. 20E2891 Focus Cloth. Same as above, but double size; 36x72 inches. Price.....44c
 If by mail, postage extra, 10 cents.

Complete Developing and Printing Outfits.
 No. 20E2899 SERIES A OUTFITS. Complete developing, finishing and material outfits, Series A, put up in sizes 2 1/2 x 3 1/2 to 4x5 inclusive, containing everything necessary for making and finishing pictures complete. Each outfit contains the following items:
 1 Candle Ruby Lamp, metal
 1 Printing Frame
 1 4-Inch Print Roller
 1 dozen Dry Plates
 1 dozen Seroco Sensitized Paper
 1 dozen Embossed Border Card Mounts.
 1 package Dry Developer (makes 8 ounces developer)
 1 Paste Brush
 No camera is included with these outfits.

Price, each, any size.....12c
 No. 20E2882 Embossing Tool, for making raised center mounts on ordinary chain cards. This tool is used in connection with above trimming forms. The card is simply laid on the form and the embosser, which consists of a very perfect steel ball, mounted in the end of a substantial handle, is run around the edge of the form with sufficient pressure to depress the cardboard. Our Nos. 20E3325 and 20E3330 cards are particularly well suited for embossing in this manner, although it works perfectly with any kind of plain cardboard. The card, of course, is embossed with the same form used to trim the prints, consequently oval prints of any size may be made without investing in a large assortment of embossed cards, and the print is sure to fit the embossing. Price.....85c
 If by mail, postage extra, 4 cents.

Series B Outfits.
 No. 20E2900 SERIES B OUTFITS. Complete Developing, Finishing and Material Outfits, Series B, put up only in sizes 4x5 to 8x10 inclusive. The best and most complete outfits ever sold. Everything strictly high grade, suitable for use with our very best cameras. Each outfit contains the following list of apparatus and materials:

- 1 Fine Oil Ruby Lamp
- 3 Compressed Fibre Trays for developing, fixing and toning
- 1 Cone Shaped Graduate
- 1 Hardwood Negative Rack
- 1 Heavy Printing Frame
- 1 Print Roller
- 1 Fine Gossamer Focus Cloth
- 1 dozen Roebuck Dry Plates
- 1 dozen Seroco Sensitized Paper
- 1 Package Hydro-Metal Developing Powder (makes 24 ounces developer)
- 1 Package Toning and Fixing Powder (makes 24 ounces toning solution)
- 1 Pound Hyposulphite of Soda
- 25 Card Mounts
- 1 Jar Photographic Paste
- 1 Paste Brush
- 1 Copy "Complete Instructions in Photography"

No camera is included with these outfits.
 Outfit for 4 x 5 pictures. Price.....\$2.25
 Outfit for 5 x 7 pictures. Price.....3.10
 Outfit for 6 1/2 x 8 1/2 pictures. Price.....3.65
 Outfit for 8 x 10 pictures. Price.....4.75

The Little Gem Albums.
 You frequently have a few pictures which are especially interesting, and which if mounted on cards are apt to get soiled or misplaced; but this neat little booklet will exactly fill your requirements, bringing out the beauty of your photographs and please your friends. Made in two sizes only, one for 5x7 pictures, the other for pictures 4x5 or smaller. Has six ash gray flexible leaves, thus holding 12 pictures each.
 No. 20E3400 The Little Gem Album for pictures 4x5 or smaller. Price.....8c
 No. 20E3401 The Little Gem Album for pictures 5x7. Price.....19c
 Order several, they are cheaper than card mounts.

Flexible Leaf Albums.
 These very attractive albums are made with flexible covers and leaves, bound in best black English book cloth, or full leather with either seal grain or heavy walrus grain effect. The leaves are of the popular ash gray tint, harmonizing with almost any kind of print, and making the albums suitable either for matt surface prints on developing paper, or for glossy squeegeed prints on printing out papers. In mounting on these thin flexible leaves it is only necessary to put a little paste on each corner or along one edge of the print.

Catalogue No.	Size of Leaf, Inches	Number of Leaves	Price, English Cloth	Price, Seal Grain Leather	Price, Heavy Walrus Grain Leather
20E3450	5 1/2 x 7	25	\$0.23	\$0.55	\$0.64
20E3451	5 1/2 x 7	50	.32	.64	.96
20E3452	7 x 10	25	.32	.80	.96
20E3453	7 x 10	50	.48	.96	1.28
20E3456	10 x 12	25	.64	1.28	1.60
20E3457	10 x 12	50	.80	1.60	1.92
20E3458	11 x 14	25	.80	1.60	1.92
20E3459	11 x 14	50	.96	1.92	2.56

Pleasing effects are secured by putting several prints on page, for example, four prints, 4x5, just fit the 11x14 leaf.

Souvenir Postal Card Albums.
 No. 20E3480 Postal Card Album, bound in cloth with fine quality Melton leaves, 24 pages (12 leaves), holds 24 postal cards one on a page. Price.....18c
 No. 20E3481 Postal Card Album, same as No. 20E3480 but larger size, 24 pages (12 leaves), holds 48 postal cards, two on a page. Price.....30c
 No. 20E3486 Postal Card Album, extra fine quality, substantially bound, 100 pages (50 leaves), holds 100 postal cards, one on a page. Price, bound in fine, silk finish, black cloth.....38c
 Price, bound in heavy, extra quality, black walrus grain leather.....69c
 No. 20E3487 Postal Card Album, same quality as No. 20E3486 but larger size, 100 pages (50 leaves), holds 200 postal cards, two on a page. Price, bound in fine, silk finish black cloth.....\$0.70
 Price, bound in heavy, extra quality, black walrus grain leather.....1.40
 No. 20E3488 Postal Card Album, same as No. 20E3486 but still larger size, 76 pages (38 leaves), holds 304 postal cards, four on a page. Price, bound in fine, silk finish, black cloth.....\$1.25
 Price, bound in heavy, extra quality, black walrus grain leather.....2.70

Loose Leaf Albums.
 The New Loose Leaf Flexible Extensible Album, a patented album presenting new and very desirable features.
 The covers of this album are made extensible so that additional leaves may be added at any time if desired. The leaves are also removable so that undesirable subjects can be taken out and new ones added at any time. The loose leaf and extensible features do not in any way detract from the pleasing appearance of the book, which in general appearance looks just the same as a solidly bound book.
 The leaves are just heavy enough to be slightly stiff, thus keeping their shape perfectly, but at the same time are thin enough so that the book is flexible. The leaves lie perfectly flat when the book is open.
 This album contains 24 leaves and as many as 12 more can be added if desired, it is furnished in three styles of binding, fine quality black English book cloth, best genuine black seal grain leather and the new heavy walrus grain leather.

Catalogue No.	Size of Leaf	For Pictures	Price, English Book Cloth	Price, Seal Grain Leather	Price, Heavy Walrus Grain Leather
20E3465	6x7	4x5	\$0.96	\$1.44	\$1.58
20E3466	7x10	5x7	1.12	1.76	1.93
20E3467	10x12	6 1/2 x 8 1/2	1.44	2.40	2.63
20E3468	11x14	8x10	1.76	3.04	3.33

With the larger sizes, several prints can be mounted on a page. For example, with the 10x12 or 11x14 sizes two 5x7 or four 4x5 prints on a page present an attractive appearance.
Extra Leaves for Flexible Extensible Album.
 Catalogue No. Size of Leaf For Pictures Price, per dozen
 20E3469 6x7 4x5 25c
 20E3470 7x10 5x7 32c
 20E3471 10x12 6 1/2 x 8 1/2 42c
 20E3472 11x14 8x10 49c

PHOTO MINIATURES.
 Continued from page 337.
 No. 20E3822 COPYING METHODS. Photographs, engravings, daguerrotypes, tints, prints, paintings and other originals
 No. 20E3823 COLORING PHOTOGRAPHS. A practical handbook to the coloring of photographic prints of all kinds in water colors and oil. Written from experience.
 No. 20E3825 DEVELOPMENT PRINTING PAPERS. How to successfully work gaslight papers, such as Velox, Vinco, Cyko, etc.
 No. 20E3826 STUDIO CONSTRUCTION. A practical guide to the planning and building of photographic studios, skylights, their equipment, etc. Fully illustrated.
 No. 20E3827 PRESS PHOTOGRAPHY. Photography for illustration of newspapers, periodicals, etc.
 No. 20E3829 PICTORIAL PRINCIPLES. The principles upon which picture making by photography is based.
 No. 20E3830 OUTDOOR EXPOSURES. A practical solution of this difficulty, with tables for all latitudes and conditions.
 No. 20E3831 ARCHITECTURAL PHOTOGRAPHY. A complete handbook, by an expert, with illustrations.
 No. 20E3832 THE HURTER & DRIFFIELD SYSTEM. A clear explanation of this system of developing, which tells how perfect negatives can be secured.
 No. 20E3833 OUTDOOR PORTRAITURE. How a professional worker makes portraits out of doors. A profitable book.
 No. 20E3834 COMBINATION PRINTING. How to combine several negatives in one print for pictorial effect, with examples.
 No. 20E3835 WHO DISCOVERED PHOTOGRAPHY? An interesting account of the beginnings of photography, with illustrations.
 No. 20E3836 METHODS OF CONTROL IN PICTORIAL PHOTOGRAPHY. Invaluable to the advanced amateur; how to emphasize or suppress portions of negatives for pictorial effect.
 No. 20E3838 PHOTOGRAPHY IN ADVERTISING. How to make money by making and selling photographs for the illustration of advertisements.
 No. 20E3839 FIGURE COMPOSITION. By Henry R. Poore. Showing the application of art principles to the treatment of single figures and portrait groups.
 No. 20E3840 HOME PORTRAITURE. Tells how to make good portraits in the house, at the window, on the porch, etc.
 No. 20E3841 PRACTICAL METHODS OF DEVELOPMENT. A hand book to modern methods of developing negatives, based on the Hurter & Driffeld system, which is simply explained, with diagrams. The first attempt to put development on a rational basis, with an automatic "time and temperature" method and formula; also the Watkins factorial system and the old "tentative" method for those who prefer that way. Fully illustrated.
 No. 20E3842 DECORATIVE PHOTOGRAPHY. A little book which tells how photography may be utilized in the decoration of the home. Interestingly written and cleverly illustrated by one who knows how.

Any of the above books, Nos. 20E3800 to 20E3842. Price, each.....23c
 If by mail, postage extra, 2 cents.

LUMIERE'S DRY PLATES.

For a great many years the Lumiere Plates have been known as the best and highest grade of dry plates manufactured in Europe.



THE LUMIERE COMPANY is the largest manufacturer of sensitized products in Europe, and this famous company has now opened a factory in the United States, in which they are making their complete line of extra high class dry plates.

WE CAN CONSCIENTIOUSLY RECOMMEND the Lumiere plates to our customers as plates representing in every respect the highest degree of perfection. We carry in stock the Sigma, the Halation Ortho brands of the Lumiere plates,

affording a wide range of special qualities.

Lumiere's Sigma Plates.

No. 20E2951 The Sigma brand of Lumiere dry plate is a plate of extreme rapidity, the most rapid plate on the market. The Sigma plate produces negatives that are exceptionally fine grained and absolutely free from chemical fog. These plates are especially adapted to studio work on dark days, to flashlight work, instantaneous pictures on gloomy days, and for all classes of work where an extremely rapid plate is desirable. For general use with folding hand cameras, where most of the exposures are instantaneous, and where many of the pictures are taken under adverse conditions, these plates are unexcelled. For high speed instantaneous work, such as focal plane shutter exposures with the Reflex camera, the Sigma plate stands without an equal.

Lumiere's Green Label Plates.

No. 20E2952 The Green Label brand of the Lumiere plate is exactly the same kind of a plate as the Sigma, possessing all the good qualities of the Sigma plate, but is not quite so rapid, requiring exposures about 50 per cent longer than the Sigma. The Green Label Lumiere plate is adapted to general all around work, especially for portrait work in the studio. Although not possessing as great rapidity as the Sigma plate, it is at the same time sufficiently rapid for all ordinary requirements, including quick, instantaneous exposures. The Green Label plate allows a little more latitude in exposure than the Sigma, owing to the fact that it is a little slower, and for this reason is perhaps a somewhat easier plate to use, and is preferred by most workers for general purposes.

Size	Quantity in Case	No. 20E2952 Green Label		No. 20E2951 Sigma	
		Price per Case	Price per Doz.	Price per Case	Price per Doz.
3 1/2 x 3 1/2	30 doz.	\$ 8.15	\$ 0.29	\$ 8.73	\$ 0.31
3 1/4 x 4 1/4	30 doz.	19.17	.33	9.82	.35
4 x 5	30 doz.	13.25	.48	14.19	.51
5 x 7	20 doz.	14.94	.80	16.01	.86
5 x 8	20 doz.	16.98	.91	18.20	.97
6 1/2 x 8 1/2	12 doz.	13.45	1.20	14.41	1.28
8 x 10	10 doz.	16.30	1.75	17.46	1.87
10 x 12	4 doz.	11.41	3.06	12.23	3.26
11 x 14	4 doz.	16.30	4.37	17.46	4.66
14 x 17	3 doz.	18.34	6.55	19.65	6.99

Lantern Slide Plates.

No. 20E2956 Lumiere's Lantern Slide Plates. An extra high grade lantern slide plate, 3 1/4 inches. Price, per case, (thirty dozen), \$9.60; per doz., 34c

Special Lumiere Chemicals.

Lumiere plates can be worked with any of the standard developers and other chemicals in common use, but the special Lumiere chemicals are exceptionally good and we recommend them not only for the Lumiere plates, but for all other plates as well.

No. 20E3230 **Diamedophenol**, a new developing agent, requiring no alkali, developer is made with diamedophenol and sulphite soda only. Price, per ounce..... 45c

No. 20E3234 **Formosulphite**, a new product, used as a substitute for both preservative and alkali (sulphite of soda and carbonates) in developers. Used with pyro, hydrochinon and other developers it produces greater density and brilliancy. Other advantages are greater economy, good keeping qualities and hardening effect on the film. Price, per pound, \$1.12; per 4-ounce bottle... 36c

No. 20E3237 **Lumiere's Fixing Salt**, makes one quart of fixing solution for plates, very fine. Price, per package..... 5c

Cramer's Isochromatic Plates.

MADE BY G. CRAMER DRY PLATE CO. Not in the Trust.

No. 20E2962 Cramer's Isochromatic Plates are very desirable when photographing subjects in which color values are desirable, such as landscapes, flowers, paintings, portraits, etc.

Landscapes made with these plates possess a brilliancy impossible to secure with ordinary plates. Cloud effects are more easily obtained, and they are unsurpassed for portrait work.

We furnish the Cramer Isochromatic Plates in two speeds—the medium and the instantaneous.

Size	Quantity in case	Price, per case	
		Price per case	Price per doz.
3 1/2 x 3 1/2	30 dozen	\$ 7.95	\$ 0.27
3 1/4 x 4 1/4	30 dozen	8.94	.30
4 x 5	30 dozen	12.92	.44
5 x 7	20 dozen	14.59	.74
6 1/2 x 8 1/2	12 dozen	13.12	1.11
8 x 10	10 dozen	15.91	1.63
10 x 12	4 dozen	11.13	2.84
11 x 14	4 dozen	15.93	4.07
14 x 17	3 dozen	17.89	6.10

State whether you want medium or instantaneous. For general use we advise the medium.



Lumiere's Panchromatic C Plates.

No. 20E2953 Lumiere's Panchromatic C Dry Plates are true orthochromatic plates, made especially sensitive to green, yellow and red, making them particularly adapted to landscape work and general outdoor photography.

The Panchromatic C Plates are particularly desirable for photographing landscapes, flowers, paintings, portrait work, etc., as they give true color values—that is, they show a difference between certain shades or colors, which would all appear alike if photographed with an ordinary plate.

With ordinary plates we have reds that take too black, blues that take too white, and yellow or orange that takes the same as red, black or green. These Panchromatic C plates discriminate in these and other colors, making negatives in which the true values of these colors are shown.

Landscapes made with the Panchromatic C plates possess a brilliancy not to be obtained with any ordinary plate. Flowers, paintings, and other highly colored subjects cannot be successfully photographed without the use of these color sensitive plates. Portraits made with these plates are far superior to portraits made with ordinary plates.

The speed of this plate is the same as the Lumiere Green Label.

Lumiere's Non-Halation Ortho Plates.

No. 20E2954 Lumiere's Non-Halation Ortho Plate is a combination orthochromatic and non-halation plate of the very highest quality.

Interior views can be made with these plates directly toward bright windows or open doors. They preserve perfect detail in tree tops outlined against a bright sky, they add wonderfully to the brilliancy of white draperies in portraiture, they are indispensable for photographing snow scenes. The combined non-halation and orthochromatic properties of this plate make it an ideal plate for landscape work, yielding brilliant negatives, absolutely free from halation, and with true color values.

Halation is avoided in this plate by an entirely new process, the plate being coated, before the emulsion is put on, with a dark red dye, which absorbs all light rays penetrating the emulsion, absolutely preventing reflection from the glass and in this way overcoming all halation. After the plate is developed and fixed the red dye is removed from the plate by immersing the negative for a few moments in the Lumiere Special Non-Halation Dye Remover.

The speed of this Non-Halation Ortho Plate is the same as Lumiere's Green Label Plate, making it suitable for general photography, including very quick instantaneous work.

Size	Quantity in Case	No. 20E2953 Panchromatic C		No. 20E2954 Non-Halation Ortho	
		Price, per Case	Price, per Doz.	Price, per Case	Price, per Doz.
3 1/2 x 3 1/2	18 doz.	\$ 5.59	\$ 0.33	\$ 5.59	\$ 0.33
3 1/4 x 4 1/4	18 doz.	6.29	.37	6.29	.37
4 x 5	12 doz.	6.06	.54	6.06	.54
5 x 7	12 doz.	10.25	.91	10.25	.91
6 1/2 x 8 1/2	8 doz.	10.25	1.36	10.25	1.36
8 x 10	6 doz.	11.18	1.98	11.18	1.98
10 x 12	2 doz.	6.52	3.46	6.52	3.46
11 x 14	2 doz.	9.32	4.95	9.32	4.95
14 x 17	2 doz.	13.97	7.42	13.97	7.42

No. 20E2955 Lumiere's Non-Halation Dye Remover, in powder form, put up in glass tubes. One tube is sufficient for twelve 4x5, six 5x7, or three 8x10 plates. Price, per dozen tubes, 33c; per tube, 3c. In pound bottles. Price, per pound..... 85c. One pound is sufficient for over four hundred 4x5 plates, or one hundred 8x10 plates.

Hammer's Dry Plates.

MADE BY HAMMER DRY PLATE CO. NOT IN THE TRUST.

No. 20E2967 Hammer's Dry Plates, another of the well known standard brands, are considered by professional photographers to be one of the best plates made. We furnish this plate in one speed only—the extra fast—suitable for studio work or general all around photography.

Size	Quantity in case	Price, per case	
		Price per case	Price per doz.
3 1/2 x 3 1/2	30 doz.	\$ 7.57	\$ 0.28
3 1/4 x 4 1/4	30 doz.	8.52	.31
4 x 5	30 doz.	12.30	.44
4 1/2 x 6 1/2	30 doz.	17.03	.62
5 x 7	20 doz.	13.90	.75
5 x 8	20 doz.	15.77	.85
6 1/2 x 8 1/2	12 doz.	12.48	1.12
8 x 10	12 doz.	18.16	1.63
10 x 12	4 doz.	10.60	2.36
11 x 14	4 doz.	15.14	4.08
14 x 17	3 doz.	17.03	6.12



THE ROEBUCK DRY PLATES.

NOT MADE BY THE TRUST.



No. 20E2960 We offer the Roebuck Dry Plate as the equal of any dry plate made, a plate that can be depended upon under any conditions, a plate that is suitable for any kind of work.

THE ROEBUCK DRY PLATES are coated on the finest quality of imported Belgium glass, carefully sorted and freed from bubbles, scratches or other imperfections.

THE EMULSION IS RICH IN SILVER, yielding strong, vigorous negatives with a wealth of detail and a tendency whatever toward fogging. The factory in which the Roebuck plates are made is one of the most perfectly equipped dry plate factories ever built, furnished with the very latest and most approved styles of coating machine and a most complete system of ventilation and refrigeration, giving perfect control of both temperature and hygroscopic conditions. It is this perfect equipment, combined with long experience in dry plate making and the most perfect materials, which enables us to produce perfect plates and offer them at prices heretofore considered impossible.

THE ROEBUCK PLATES ARE EXCEEDINGLY RAPID, giving the finest possible results in the studio where exposures are so desirable. For landscapes, portraits, interiors, flashlight work, instantaneous exposures; in fact any work requiring a uniformly rapid and reliable plate, the Roebuck plate is unsurpassed. In brilliancy, detail, uniform and speed, the Roebuck plate will satisfy the most exact operator.

Size	Quantity in case, dozen	Price, per case	
		Price per case	Price per dozen
2 x 2	50	\$ 4.75	\$ 0.10
2 1/2 x 2 1/2	50	6.18	.13
2 1/2 x 4	50	8.55	.18
3 1/2 x 3 1/2	36	6.50	.19
3 1/2 x 4 1/4	36	7.87	.23
4 x 4 1/2	30	8.84	.31
4 x 5	30	9.40	.33
4 1/2 x 5 1/2	24	8.89	.39
4 1/2 x 6 1/2	24	10.49	.46
5 x 7	24	12.77	.56
5 x 8	24	14.59	.64
6 1/2 x 8 1/2	12	9.69	.85
8 x 10	12	14.02	1.23
10 x 12	4	7.45	1.92
11 x 14	3	7.98	2.74
14 x 17	3	15.00	5.10

Banner and Crown Plates.

MADE BY G. CRAMER DRY PLATE COMPANY

Not in the Trust.



No. 20E2966 We furnish Cramer Plates in two speeds—Banner and Crown. The Banner plate is extensive used for portrait work in the studio, and sufficiently rapid for most instantaneous work out of doors.

The Crown plates are extremely rapid and suited to the shortest possible exposures.

Cramer's plates are so well known and have been so extensively used for years, both by amateurs and by professional photographers, that further comment on their merits seems unnecessary.

Size	Quantity in case	Crown		Banner	
		Price, per case	Price, per doz.	Price, per case	Price, per doz.
3 1/2 x 3 1/2	30 doz.	\$ 7.48	\$ 0.26	\$ 6.95	\$ 0.24
3 1/4 x 4 1/4	30 doz.	8.42	.29	7.82	.27
4 x 5	30 doz.	12.17	.42	11.29	.38
4 1/2 x 6 1/2	30 doz.	16.84	.57	15.64	.51
5 x 7	20 doz.	13.72	.70	12.73	.67
5 x 8	20 doz.	15.59	.80	14.47	.76
6 1/2 x 8 1/2	12 doz.	12.33	1.05	11.46	.95
8 x 10	10 doz.	14.97	1.53	13.90	1.4
10 x 12	4 doz.	10.46	2.68	9.72	2.4
11 x 14	4 doz.	14.97	3.83	13.88	3.5
14 x 17	3 doz.	16.83	5.74	15.63	5.3

REMEMBER, THAT A COPY OF "COMPLETE INSTRUCTIONS IN PHOTOGRAPHY"

will be included, free of charge (if you ask for it), with every \$2.50 order for Photo Goods. See page 325.

SEROCO PAPER

THE HIGHEST GRADE
GELATINE PRINTING-OUT
PAPER MADE.

OUR SPECIAL PRICE FOR 4x5 SIZE, **10c** Per Dozen, **95c** Per Gross.

NOT MADE BY THE TRUST.

ONLY 10 CENTS PER DOZEN OR 95 CENTS PER GROSS

(ordered in gross lots), for the popular 4x5 size (other sizes at proportionately



low prices), we offer our Seroco Gelatine Printing-Out Paper as the very best photographic paper it is possible to make, the equal of any gelatine printing-out paper on the market regardless of name or price, that may be offered at much higher prices. Seroco is not to be compared with the many cheap gelatine papers on the market which are offered at various prices.

SEROCO PAPER IS MADE ESPECIALLY FOR US

by one of the best of an expert and successful maker of sensitized paper. It is a paper which is the result of long experience in the manufacture of sensitized paper, combining the good qualities of all other gelatine printing-out papers and the effects of none, a paper that we feel safe in putting out under our personal guarantee that the special prices we name are not to be approached by any other of equal quality on the market.

DO NOT COMPARE SEROCO WITH ANY OF THE VARIOUS LOW PRICED PAPERS ON THE MARKET. Most of these other low priced papers are so called "mill run," which is only another name for second quality, and these are the papers that any dealers offer in an attempt to meet the prices on Seroco. We guarantee every sheet of Seroco is first choice, first quality, carefully sorted, every sheet subjected to the most rigid scrutiny for blemishes or imperfections and every sheet we send out is positively perfect.

OUR CHALLENGE OFFER. Send us your order for Seroco paper at the special prices as printed opposite, give it a thorough test, and if you do not find it perfectly satisfactory in every way, exactly as we have described it, by far the best gelatine printing-out paper you have ever used, if you do not find it superior in every respect to any of the other priced papers offered by other dealers, say so, and we will return your money without question or argument.

IMPORTED STOCK. Seroco is coated on the very best and highest quality genuine imported stock, only the highest grade and the very best quality gelatine is used, chemically pure gelatine, manufactured expressly for emulsion making, and the paper is coated by the best and most up to date process, under expert handling. Seroco is rich in silver, the chemicals used in its preparation are the very best that money can buy, and when we offer Seroco as the best gelatine printing-out paper on the market, we know the result it gives will substantiate our claims. Seroco is a hardened paper, the film being absolutely insoluble and it will not soften even in the hottest weather. It can be used in any climate, and its keeping qualities are unexcelled.

SEROCO IS AN EASY PAPER TO WORK. It can be toned in any ordinary gold toning bath, or if preferred, it may be worked by the combined toning and fixing process. Seroco prints quickly, and it yields tones of unequalled richness with a wealth of detail in the halftones and a clearness of whites that is unsurpassed.

If you want the very best gelatine printing-out paper it is possible to produce, don't fail to order Seroco. Our special prices, as named below, are based on the manufacturing cost, the cost of material and labor with but our one small percentage of profit added, a price we are able to name only by reason of our immense output of this paper, and while we sell this paper in immense quantities, we pay strictest attention to quality, and can guarantee each and every package.

There are many so called cheap papers on the market. We do not claim that Seroco is the lowest priced paper on the market, unless you take quality into consideration. If we were inclined to sacrifice quality for price, we could offer you cabinet size gelatine printing-out paper as low as 70 cents per gross. By using domestic stock, lower grade chemicals and less silver, we could make a paper to sell at this price that would be equal to the best of the so called cheap papers on the market, but our experience has taught us that there is nothing to be gained in using or selling low grade photographic paper. There is no satisfaction for the customer in using a paper of poor quality, for such papers only give dissatisfaction and spoil your work. We therefore urge you to buy the highest grade printing-out paper made, and order Seroco

Our special prices on Seroco paper are as follows:
No. 20E2910 Seroco Paper.

Size	Dozen	Gross	Size	Dozen	Gross
2 1/2 x 2 1/2	\$0.07	\$0.68	6 x 8	\$0.30	\$ 2.90
3 1/2 x 3 1/2	.08	.89	6 1/2 x 8 1/2	.33	3.05
3 1/4 x 4 1/4	.09	.90	7 x 9	.38	3.85
4 x 5	.10	.95	7 1/2 x 9 1/2	.42	4.45
3 1/8 x 5 1/2 (Cabinet)	.12	.95	8 x 10	.44	4.60
3 1/4 x 5 1/2 (3A Kodak)	.12	.98	10 x 12	.60	6.50
3 1/2 x 6 (Stereo, die-cut with arched tops)	.14	1.12	11 x 14	.80	8.50
4 x 6	.15	1.25	14 x 17	1.20	12.75
5 x 7	.23	2.10	20 x 24	2.40	24.00
5 x 8	.24	2.35	4 x 5 Seconds		.73
			Cabinet Seconds		1.15
			10-foot rolls, 26 inches wide. Price, each		1.75
			10-yard rolls, 26 inches wide. Price, each		2.98

Less than one gross is sold at dozen rate only. For example: One-half gross of 4x5 (which is 6 dozen) would cost 60 cents; (6 dozen at 10 cents per dozen), and not one-half of 95 cents. We cannot violate this rule under any circumstances.

DEVELOPING PAPER FOR BLACK AND WHITE PICTURES.

DARKO

NOT MADE BY THE TRUST.

4x5, PER DOZEN, **10c**
5x7, PER DOZEN, **16c**

DARKO IS ABSOLUTELY THE BEST DEVELOPING PAPER MADE

easy to work, beautiful in its results and absolutely permanent. The artistic qualities of Darko are unsurpassed, combining the effects of carbon and selenium.

DARKO IS PRINTED UNDER LAMP LIGHT.

The light is entirely unnecessary. Printing may be done at night or at any other time, regardless of light or weather.

ONLY A FEW SECONDS

are required for printing, a few seconds for developing, then, after fixing and washing, the pictures are complete. For simplicity and results, Darko stands without a rival.

DARKO PAPER IS DATED

on the very best quality of imported stock, the highest grade and the most expensive raw stock that can be obtained, and it is coated in a factory equipped with all the latest improvements, under the personal supervision of a most experienced and successful maker of developing paper.

ABSOLUTELY PERMANENT. Prints made on Darko Paper will last as long as the paper itself, and WILL NEVER FADE OR DISCOLOR WITH AGE.



DARKO PAPER IS MADE IN FOUR STYLES, AS FOLLOWS:

No. 20E2911 CARBON MATT DARKO. No. 20E2913 GLOSSY DARKO.
No. 20E2912 ROUGH DARKO. No. 20E2914 SMOOTH PORTRAIT DARKO.

CARBON MATT DARKO AND SMOOTH PORTRAIT DARKO give results which are practically the same, namely, a fine matt surface or dull finish. Carbon Matt Darko is best suited to soft negatives, and Smooth Portrait Darko is best adapted to hard negatives, that is, negatives which show considerable contrast.

GLOSSY DARKO, as the name implies, finishes with a glossy or highly polished surface like ordinary gelatine printing-out paper, and should be squeezed or burnished.

ROUGH DARKO yields especially artistic effects and is suitable both for landscape work or portraits. The surface is quite rough, a style of finish which is now very popular.

DARKO WILL KEEP FOR MONTHS and you can safely order a considerable supply without fear of it spoiling on your hands.

PRICES ON DARKO. Order by number, as given above. Prices are the same on any kind of Darko.

Size	Dozen	1/2 Gross	Gross	Size	Dozen	1/2 Gross	Gross
3 1/2 x 3 1/2	\$0.08	\$0.46	\$0.87	6 1/2 x 8 1/2	\$0.29	\$1.66	\$3.14
3 1/4 x 4 1/4	.09	.52	.98	7 x 9	.33	1.80	3.45
3 1/4 x 5 1/2 (3A Kodak)	.10	.58	1.12	7 1/2 x 9 1/2	.36	1.95	3.75
4 x 5	.10	.57	1.08	8 x 10	.40	2.28	4.32
3 1/8 x 5 1/2 (Cabinet)	.11	.63	1.19	3 1/2 x 6 (Die-cut, with arched tops, for stereoscopic pictures) made in glossy only	.14	.68	1.30
4 x 6	.13	.74	1.41				
5 x 7	.16	.91	1.73				
5 x 8	.19	1.09	2.06				
6 x 8	.26	1.44	2.85				

Order by the gross; it will keep good for months.

DEVELOPER FOR DARKO PAPER

A combination of hydrochinon and metal in dry form, put up in tightly sealed pasteboard tubes, six tubes to a package. Each package makes twenty-four ounces of developer for Darko and all other developing papers.
No. 20E2915 Price, per package..... 19c



FREE PROFIT SHARING ARTICLES.
SEE THEM ON THE LAST PAGES.

ANTI-FRICTION DEVELOPER FOR DARKO.

No. 20E2917 This is a special developer, intended particularly for use with glossy Darko or any other style of glossy developing paper. It is a well known fact that all glossy developing papers are subject to a certain defect known as friction marks or abrasion marks which appear on the prints in the form of dark lines or scratches. It is impossible to guarantee all glossy papers to be free from this apparent defect; but the use of this developer with such papers entirely prevents any difficulty from this cause. It can also be used with any of the other styles of Darko or any developing papers, and many operators consider it superior to the regular developer for any kind of paper. Put up in powder form in sealed tubes. Price, per package of 6 tubes... 20c

SEPIA TONER FOR DARKO PAPER.

No. 20E2918 Re-Developer or Toner for prints made on Darko or other developing papers. This preparation, with which prints on developing papers are treated after development in the regular way, gives the prints a very beautiful sepia tone. The preparation is very simple to use, the resulting tones are very beautiful and a very agreeable change from the regulation black and white ordinarily obtained. Can be used with any of the different styles of Darko paper. Price, per package (not mailable)... 26c

SILVERED DARKO PAPER.

No. 20E2923

SILVERED DARKO

PAPER is one of the latest novelties in the line of sensitized papers and is justly becoming very popular. Silvered Darko is a developing paper, being manipulated just the same as any other style of Darko, simply requiring a short exposure to artificial light, after which the picture is developed.



THE DISTINGUISHING FEATURE of this paper is the burnished silvery surface, due to a thin metallic coating, giving a beautiful silvery sheen to the picture and making it at once striking and different from anything else made. Silvered Darko must be seen to be appreciated; it is impossible to do it justice in a description.

Order enough to give it a fair trial.

Table listing sizes and prices for Silvered Darko paper: Size, 3 1/2 x 3 1/4. Price, per dozen, 12c; per gross, \$1.20. Size, 3 1/2 x 4 1/4. Price, per dozen, 12c; per gross, 1.20. Size, 4 x 5. Price, per dozen, 20c; per gross, 1.60. Size, 3 3/4 x 5 1/4. Price, per dozen, 20c; per gross, 1.60. Size, 5 x 7. Price, per dozen, 28c; per gross, 2.80. Size, 5 x 8. Price, per dozen, 32c; per gross, 3.20. Size, 6 1/2 x 8 1/2. Price, per dozen, 48c; per gross, 4.80. Size, 8 x 10. Price, per dozen, 64c; per gross, 7.20.

THIS PAPER KEEPS GOOD INDEFINITELY.

You can order by the gross without fear of its spoiling on your hands. For Developer, see No. 20E2915. Price, per package, 19 cents.

AZURO BLUE PAPER.

AZURO is an Extra High Grade Blue Print Paper, Fully Guaranteed. No. 20E2925



BLUE PAPER is very easy to manipulate, as it requires no toning. Prints can be made from it very rapidly and no chemicals are necessary. It is merely printed for about ten minutes in the sunlight and then washed thoroughly in clean water. It will retain its sensitiveness longer than any other paper, and full instructions for working accompany each package.

It is a good paper for beginners for printing landscapes, etc.

The prints are of a brilliant blue and white color. Put up in hermetically sealed tin cans of 24 sheets. We guarantee our paper to be the best blue paper made.

Table listing sizes and prices for Azuro Blue Paper: Size, 3 1/2 x 3 1/4. Price, per pkg., 12c. Size, 5 x 7. Price, per pkg., 25c. Size, 3 1/2 x 4 1/4. Price, per pkg., 12c. Size, 6 1/2 x 8 1/2. Price, per pkg., 38c. Size, 4 x 5. Price, per pkg., 15c. Size, 8 x 10. Price, per pkg., 40c.

MONOX BROMIDE PAPER.

No. 20E2934

A HIGH GRADE BROMIDE PAPER, coated on the best imported stock, made by the Defender Photo Supply Co. Suitable for either contact work or enlarging. We guarantee Monox Bromide Paper to be the best bromide paper which can be produced.

Table listing sizes and prices for Monox Bromide Paper: Size, 8x10. Price, per dozen, \$0.90; per gross, \$6.75. Size, 10x12. Price, per dozen, .90; per gross, 6.75. Size, 11x14. Price, per dozen, 1.17; per gross, 13.00. Size, 14x17. Price, per dozen, 1.76; per gross, 20.25. Size, 16x20. Price, per dozen, 2.40; per gross, 27.00. Size, 20x24. Price, per dozen, 3.60; per gross, 41.25. Special prices will be quoted, if desired, on larger sizes up to 40x72, or on rolls.

CARDBOARD DARKO PAPER.

No. 20E2933

A SENSITIZED CARDBOARD,

producing results exactly like other styles of Darko, and worked in the same way. Instead of being a thin, flexible paper, like all other sensitized papers, Cardboard Darko is a thick, stiff cardboard, and the pictures do not need to be mounted. The finish is a dull or matt surface, the tone a pure black and white. Very pleasing results are obtained on Cardboard Darko by printing with a mask, thus leaving a white margin.

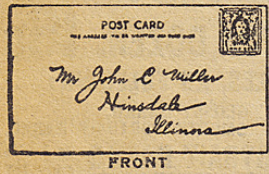
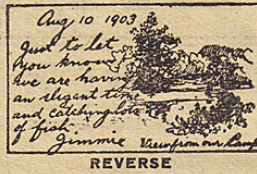


Table listing sizes and prices for Cardboard Darko: Size, 3 1/2 x 3 1/4. Price, per doz., 8c; per 1/2 gross, \$0.45. Size, 3 1/2 x 4 1/4. Price, per doz., 9c; per 1/2 gross, .49. Size, 4 x 5. Price, per doz., 11c; per 1/2 gross, .60. Size, 3 3/4 x 5 1/4. Price, per doz., 13c; per 1/2 gross, .65. Size, 5 x 7. Price, per doz., 23c; per 1/2 gross, 1.20. Size, 5 x 8. Price, per doz., 24c; per 1/2 gross, 1.28. Size, 6 1/2 x 8 1/2. Price, per doz., 38c; per 1/2 gross, 2.10. Size, 8 x 10. Price, per doz., 45c; per 1/2 gross, 2.50. Cardboard Darko is developed with the regular Darko developer. See No. 20E2915.

SENSITIZED POSTAL CARDS.

No. 20E2950 THIS IS A VERY POPULAR NOV-

ELTY, consisting of regulation size postal cards, printed on one side just like the government postal cards and sensitized on the reverse side. They make delightful souvenirs when printed with your favorite pictures and mailed to your friends. These postal cards are worked just the same as Darko, the prints being made by



artificial light and developed, yielding beautiful warm black and white tones. Put up only in packages of one dozen or one-half gross. Price, per half gross, 75c; per dozen, 150

BRILLIANT DARKO.

A Developing Paper with Collodion Matt Effect. No. 20E2940 BRILLIANT DARKO IS AN ENTIRELY

NEW PRODUCT in developing papers, a variety of Darko, but the prints have the characteristic surface, finish and general effect of regular collodion matt surface papers. An ideal paper for the professional photographer, as it can be worked by artificial light; prints can be made any time of day or night. Rush work can be gotten out absolutely independent of the weather. For the professional or for the amateur this paper takes the place of collodion matt papers, possessing all the good points of collodion matt papers, giving all the peculiarly characteristic effects of tone, surface and detail as exhibited in the finest collodion matt prints, but without the long complicated and difficult process of double toning in gold and platinum, without being dependent on the weather, and at about one-half the cost. Simplicity of manipulation is



literally true with Brilliant Darko. Printing is accomplished in a few seconds by artificial light, development is almost instantaneous, and then fixing and washing completes the work. Brilliant Darko is coated on the very finest grade of pure imported stock, the prints are absolutely permanent, and the wealth of detail in the halftones was never before produced in a developing paper.

Table listing sizes and prices for Brilliant Darko: Size, 3 1/2 x 3 1/4. Dozen \$0.09, Half Gross \$0.50, Gross \$0.93. Size, 3 1/2 x 4 1/4. Dozen .10, Half Gross .57, Gross 1.08. Size, 4 x 5. Dozen .12, Half Gross .60, Gross 1.15. Size, 3 3/4 x 5 1/4. Dozen .12, Half Gross .65, Gross 1.20. Size, 4 x 6. Dozen .14, Half Gross .75, Gross 1.50.

Brilliant Darko keeps indefinitely. Don't hesitate to order in quantity, and thus reduce the cost of transportation. Brilliant Darko is developed with the same developer used for regular Darko. See No. 20E2915.

ANSCO FILM.

DAYLIGHT LOADING. NON-CURLING FOR USE IN ANY KODAK, BUCKEYE, ANSCO HAWKEYE OR SEROCO FILM CAMERA.



No. 20E2 THIS FILM is put up in regular daylight load

cartridges of either six or twelve exposures and adapted to any modern make of daylight load film camera, including the Eastman kodaks and Seroco film cameras.

ANSCO FILM is made by one of the largest and best known film makers in the world, a manufacturer whose name on any article photographic merchandise is a guarantee of good quality. EVERY ROLL OF ANSCO FILM which we sell is put up under our binding guarantee to be absolutely perfect, guaranteed to be equal to any on the market, regardless of price, and we will replace with film or refund the purchase price on any Ansco film found defective to the slightest extent.

ANSCO FILM IS ANTI-TRUST FILM. It is the only trust film on the market. If you buy another make of film, you are contributing to the support of the trust and to the maintenance of prices on photographic goods.

Table listing various Ansco film products and prices: Size of picture, 1 1/2 x 2. For Pocket Kodak... \$0.2. Size of picture, 2 1/4 x 2 1/4. For No. 1 Brownie or No. 1 Buster Brown Camera... \$0.12. Size of picture, 2 1/4 x 3 1/4. For No. 2 Brownie or No. 2 Buster Brown Camera... .17. Size of picture, 1 1/2 x 2 1/2. For No. 0 Folding Pocket Kodak... .12. Size of picture, 2 1/4 x 3 1/4. For No. 1 Folding Pocket Kodak... .17. Size of picture, 2 1/2 x 4 1/4. For No. 1A Folding Pocket Kodak... .21. Size of picture, 3 1/4 x 4 1/4. For No. 3 Folding Pocket Kodak, No. 3 Weno Hawkeye, Stereo Weno Hawkeye, No. 3 Buckeye, No. 4 Ansco and Nos. 3, 5, 7 and Stereoscopic Seroco Film Cameras... .30. Size of picture, 3 1/2 x 3 1/2. For Bullseye, Bullet, Hawkeye and No. 1 Seroco Film Camera... .25. Size of picture, 3 1/2 x 5 1/2. For No. 3A Folding Pocket Kodak, 10 exposures 58c... .34. Size of picture, 4 x 5. For Bullseye, Bullet, Hawkeye and Nos. 2, 4, 6 and 8 Seroco Film Cameras... .38. Size of picture, 4 1/4 x 3 1/4. For No. 3 Cartridge Kodak... .30. Size of picture, 5 x 4. For No. 4 Cartridge Kodak... .38. Size of picture, 7 x 5. For No. 5 Cartridge Kodak... .67.

Savigny's Transparent Water Colors.

Extra high grade transparent moist colors, put up in collapsible tin tubes, the most permanent, purest and finest transparent water colors made. Savigny's transparent water colors are made especially for coloring photographs or lantern slides, but at the same time are also suited for engravings, halftone pictures, etc. No previous experience or skill is required in using these colors and you can add very greatly to the beautiful appearance of your photographs by coloring them with permanent, easily applied colors.

No. 20E2985 Size No. 0. Eight different colors in pastebord box. Price... 75. No. 20E2986 Size No. 1. Twelve different colors in polished cherry box. Price... \$1. No. 20E2987 Size No. 2. Sixteen different colors, in polished cherry box. Price... \$1.50.



Rubber Aprons.

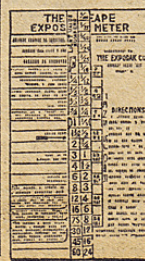
No. 20E2989 Rubber Aprons. Made especially for photographers; protects clothing from chemical stains and dirt of all kinds. Length, 40 inches. Price... 50

Exposure Tables.

No. 20E2972 A Little Book of Tables which gives you the exact exposure at any hour of the day, and any day of the year with any brand of plates, or any speed of lens. Simple and absolutely correct. No more over exposed or under exposed plates. Price... (if by mail, postage extra, 10c) 15c

Exposure Meter.

No. 20E2973 Cheape Exposure Meter. A simple and easily used device by means of which the correct exposure for any kind of picture, either indoors or out, under any kind of weather conditions, may be instantly and accurately determined. Cheape Exposure Meter is very nicely made from white celluloid, with letters and figures in blue and red. It is one of the easiest to use and most satisfactory exposure meters on the market. Full directions with each one. Price... 25. If by mail, postage extra, 2c



Exposure Meter.

No. 20E2974 The Bee Exposure Meter. A thoroughly reliable, practical easily used exposure meter, made in size and shape as a small watch, meter only 1 1/4 inches. The use of a little exposure meter does away entirely with the annoying calculations as to time of day and weather conditions, which are a part of the process of using exposure meters of other types. With this meter a little strip sensitized paper is exposed through a slot in the side of the instrument until its tint matches the print beside the slot, and with the length of time required for matching this tint as a factor, the correct exposure under any conditions of light or weather, any time of the day or year, indoors or outdoors, in any brand of plates, is instantly determined. Price, complete, with a supply of sensitized paper, instructions and speed card. \$1.10 If by mail, postage extra, 5 cents.



Photo Paste in Jars.

No. 20E2975 Perfection Photo Paste. The most perfect paste ever made for mounting photographs. It is always ready for use, of great adhesive power and will not mould, sour or deteriorate in any way. The Perfection Paste is a purely vegetable paste, containing no acids or other ingredients injurious to photographs.

- Price, 4-ounce jar..... 9c
Price, 8-ounce jar..... 15c
Price, 16-ounce jar..... 20c
Price, 32-ounce jar..... 48c
Unmailable on account of weight.

Photo Paste in Tubes.

No. 20E2976 This Paste is the same as described under No. 20E2975, but is put up in collapsible soft tin cans. Paste put up in this way never gets hard dry and is always ready for use. Price, 1-ounce tube.... 4c
Price, 2-ounce tube.... 6c
Price, 4-ounce tube.... 9c
Postage extra, 12c.



Opaque.

No. 20E2990 It is frequently desirable to block out or render opaque certain parts of a negative, and this can easily be done with this preparation, which is simply applied to the negative with a small camel's hair brush. Price, per box. 20c If by mail, postage extra, 2 cents.



Polish for Ferro Plates.

No. 20E2992 Ferrotypic Plate Polish. A small quantity of preparation rubbed over the ferrotypic plate before squeegeeing makes it impossible for the print to stick to the plate. Price, per box..... 10c If by mail, postage extra, 2 cents.

Martin's Specialties.

Line of special photographic preparations, radically different from anything on the market and of great merit. No. 20E2995 Soline, a liquid for sensitizing paper, postal cards or other materials. Prints on cloth can be washed without injury; very useful in making sofa pillows, banners, dildes, book covers, etc. Price..... 30c No. 20E2996 Intensifier, an intensifier in dry form for glass or film negatives or lantern slides. An excellent intensifier. Price..... 15c No. 20E2997 Platyn, a single platinum toner, gives fine platinum tones on any kind of printing-out paper, on cloth prints made with Soline. Price, per 1/2-ounce bottle, sufficient for 80 ounces toning bath..... 30c No. 20E2998 Blue Print Powder. A special chemical preparation for sensitizing paper, cloth, cards or other materials for making blue prints. The powder is simply dissolved in water and the solution applied to the paper or cloth, or whatever it is desired to make the picture upon, with a camel's hair brush. By using this special blue print sensitizing preparation you can make beautiful blue prints on writing paper, on cloth, on cardboard, or on almost any material that you may desire. Full directions with each package. Price, per 1-ounce bottle, 13c; per tube..... 9c



DEVELOPERS.

Hydro-Metol Developer.

No. 20E3015 We consider this the best liquid developer, being a combination of the well known hydrochinon and metol; works very rapidly, never scratches the plate, brings out all the details and gives a very brilliant negative. Price, per 8-oz. bottle..... 18c Unmailable on account of weight.

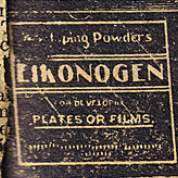


DEVELOPING POWDERS.

We especially recommend the purchase of developers in powder form, as they ship better, transportation charges are exceedingly small and purchaser gets the greatest possible value for money, as the expense of bottling, compound, etc., is all saved.

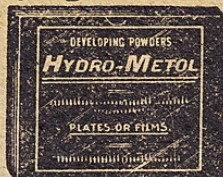
Eikonogen Developing Powder.

No. 20E3020 These Powders afford a very convenient means for preparing the liquid Eikonogen developer; avoids the risk of breakage in transportation, and always insures a fresh and strong developer. Each package contains six sets of powders, which is sufficient to prepare 24 ounces of concentrated developer. Price, per package..... 15c If by mail, extra, 8 cents.



Hydro-Metol Developing Powders.

No. 20E3025 Our Hydro-Metol Developing Powders, a combination of hydrochinon and metol, are made from the purest chemicals, put up in the most careful and exact manner, and will be found a perfect developer in every way. Our Hydro-Metol Developing Powders work very rapidly, do not fog or stain the plate, and produce brilliant, sparkling negatives, full of detail and of the most perfect printing quality. The best Developing Powder made. Price, per package, containing six powders, sufficient to make 24 ounces of developer..... 16c If by mail, postage extra, 3 cents.

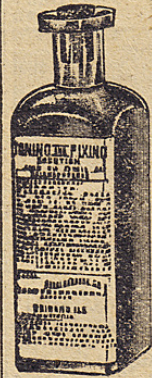


Eiko-Hydro Developing Powders.

No. 20E3026 A combination of eikonogen and hydrochinon, making a developer equally well suited to time exposures or instantaneous work, and one of our most popular productions. This developer works rapidly, is clean and stainless and produces a bright, snappy negative. Price, per package of six powders, sufficient for 24 ounces of developer..... 15c If by mail, postage extra, 3 cents.

TONERS.

No. 20E3035 Combined Toning and Fixing Solution, a high grade toning and fixing bath in one solution. For toning Seroco paper or any kind of gelatin printing-out paper. Our Combined Toning and Fixing Solution yields a variety of tones, and as it is rich in gold it may be used repeatedly. Price, per 16-ounce bottle, 29c; per 8-ounce bottle..... 16c Unmailable on account of weight.

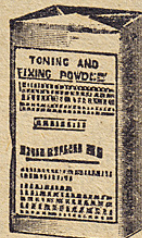


Gold Toning Solution.

No. 20E3040 Many photographers prefer to work their paper in separate baths, that is the toning and fixing being done in two separate baths; and this is certainly the most correct method, as prints made in a combined toning and fixing bath are very apt to fade or discolor in time. This gold toning solution requires only to be diluted with water, and after toning, the prints are fixed in a plain solution of hypo. Concentrated. Price, per 8-oz. bottle. 27c Unmailable on account of weight.

Toning and Fixing Powders.

No. 20E3045 Toning and Fixing Powders, for preparing the combined toning and fixing bath. The toning bath made from these powders possesses all the good points of our regular liquid toner, and for use is simply dissolved in water. These Toning and Fixing Powders are radically different from any other preparation of the kind on the market, and are the only thoroughly reliable and perfect toner and fixer in dry form ever made. Made especially for Seroco paper, but yielding splendid results with any gelatin printing-out paper. Price, per package, sufficient for 24 ounces solution..... 15c If by mail, postage extra, 6 cents.



Platinum Toning Solution.

No. 20E3048 Platinum Toning Solution, for producing black tones on any gelatin printing-out paper, such as Seroco. The platinum finish is very popular and this toning bath affords an easy method of obtaining fine black platinum tones at small expense; also produces fine results with Autotype paper. Price, per 8-ounce bottle, concentrated..... 28c Unmailable on account of weight.

Intensifying Powders.

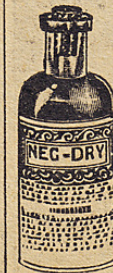
No. 20E3055 Intensifying Powders, for strengthening weak negatives. Require only to be dissolved in water to make ready for use. One package makes 24 ounces of solution. Price, per package..... 16c Unmailable on account of weight.

Reducing Powders.

No. 20E3065 Reducing Powders, for thinning negatives which are too dense. When dissolved in water, this powder forms a reducing solution ready for use. Each package makes 24 ounces of solution. Price, per package..... 15c If by mail, postage extra, 4 cents.

Neg-Dry.

No. 20E3070 Neg-Dry is a hardener for either plates or paper and is a most remarkable preparation. One of the most annoying things in photography is the long time required for a negative to dry after washing. When treated with this preparation, the negative can be dried in five minutes by artificial heat, and the film becomes so hard that it can scarcely be scratched or marred in any way. Used with Darko paper, the finished prints can be dried within a few minutes after development. Can be used over and over again. Price, per 4-ounce bottle..... 17c Unmailable on account of weight.



Acid Hypo.

No. 20E3075 Acid Hypo is a preparation in dry form for making the acid fixing bath. Requires only the addition of water to make it ready for use. The acid fixing bath is of great advantage, both for plates and films, and for developing papers, having a clearing effect and preventing fog. Price, per box..... 8c If by mail, postage extra, 3 cents.

Photographic Chemicals.

We absolutely guarantee the purity of our photographic chemicals.

- No. 20E3090 Pyrogallol Acid, the old reliable developer. Our Pyro is a pure, resublimed pyrogallol acid, of the very finest quality, guaranteed equal to any pyro on the market, regardless of price. Put up in tins. Price, per pound..... \$2.30 Price, per 1/2-pound..... 65c Price, per 1/4-pound..... 20c No. 20E3091 Schering's Pyro, a standard make of pyro, still preferred by many photographers. Price, per pound..... \$2.30 Price, per 1/2-pound..... 65c Price, per 1/4-pound..... 20c No. 20E3092 Hydrochinon, strictly chemically pure, perfectly white, the best hydrochinon available. Price, per pound..... \$1.92 Price, per 1/2-pound..... 50c Price, per 1/4-pound..... 16c No. 20E3093 Eikonogen, best grade, imported from Germany. Put up in tins. Price, per pound..... \$3.35 Price, per 1/2-pound..... \$1.02 Price, per 1/4-pound..... .30 No. 20E3094 Metol, in original packages. Price, per pound..... \$6.00 Price, per 1/2-pound..... \$2.42 Price, per 1/4-pound..... .65 No. 20E3095 Glycin, in original packages. Price, per pound..... \$8.00 Price, per 1/2-pound..... \$2.42 Price, per 1/4-pound..... .65 No. 20E3096 Amidol, in original packages. Price, per pound..... \$8.00 Price, per 1/2-pound..... \$2.42 Price, per 1/4-pound..... .65

Defendol.

A New Developing Agent for either Plates or Paper.

- No. 20E3099 Defendol, the new developing agent, offers advanced features, produces a superior quality of print on any paper, such as darko, lustré, etc., or for dry plates. Defendol is not poisonous, it does not stain the fingers; plates can be left in it for hours and still remain clear; it is cheaper than other developers; it keeps indefinitely in dry form; it remains clear in solution longer than other developers. Defendol retains its working qualities to the last drop, being practically inexhaustible; it can be used over and over again, and it is the best developer known for bromide papers. No sulphite of soda is necessary in making up Defendol developer, no other chemical except dry carbonate of soda being required. Price 1/2-oz. package makes about 30 ozs. developer..... \$0.21 1-oz. package makes about 60 ozs. developer..... .40 4-oz. package makes about 1 1/2 gals. developer..... 1.50 8-oz. package makes about 1 1/2 gals. developer..... 3.00 16-oz. package makes about 1 1/2 gals. developer..... 5.20 No. 20E3100 Acetic acid, No. 8.1-oz. bottle, 5c; 1-lb. bottle..... .20 No. 20E3102 Citric acid, crystals, 1-oz. bottle..... .10 No. 20E3104 Muriatic acid (known also as hydrochloric acid), 2-oz. bottle, 18c; 1-lb. bottle..... .44 No. 20E3106 Nitric acid, 1-oz. bottle, 12c; 1-lb. bottle..... .36 No. 20E3108 Oxalic acid, crystals, 2-oz. bottle, 15c; 1-lb. bottle..... .30 No. 20E3112 Sulphuric acid, C. P., 1-oz. bottle, 12c; 1-lb. bottle..... .33 No. 20E3120 Alcohol, pure, for photographic uses, 1/2-gal. can..... .25 No. 20E3124 Alum, pulverized, 1-lb. package..... .15 No. 20E3126 Alum, chrome, 1-lb. box..... .15 No. 20E3128 Ammonia, liquid conc., U. S. P., 1-lb. bottle..... .26 No. 20E3130 Ammonium bromide, 1-oz. bottle..... .12 No. 20E3132 Ammonium bichromate, 1-oz. bottle..... 1.12 No. 20E3134 Ammonium carbonate, 1-lb. bottle..... .40 No. 20E3136 Ammonium chloride, 1-oz. bottle, 10c; 1-lb. bottle..... .35 No. 20E3138 Ammonium sulphocyanide, 1-oz. bot..... .15 No. 20E3150 Formalin, put up in 4-oz. bottles. Per bottle..... .18 No. 20E3151 Glycerin, very pure, 1-oz. bottle..... .08

Gold Chloride at 40 Cents.

- Guaranteed Full Weight. No. 20E3153 Gold chloride, pure, 16-gr. bottle, per dozen, \$4.72; each..... \$0.40 No. 20E3155 Gold and sodium chloride, 16-gr. bot..... .35 No. 20E3161 Iodine, resublimed, 1-oz. bottle..... .03 No. 20E3162 Potassium ferrous sulfate, 1-lb. package..... .03 No. 20E3168 Iron and ammonia, citrate, 1-oz. bot..... .12 No. 20E3170 Lead nitrate, 1-oz. bottle..... .12 No. 20E3175 Lead acetate (sugar of lead), 1-oz. bot..... .12 No. 20E3177 Mercury bichloride (corrosive sublimate), 1-oz. bottle..... .15 No. 20E3179 Potassium bromide, 1-oz. bottle..... .10 No. 20E3185 Potassium carbonate, 1-lb. package..... .25 No. 20E3188 Potassium cyanide, 4-oz. can, 20c; 1-lb. can..... .60 No. 20E3186 Potassium ferrocyanide (yellow prussiate of potash), 1-oz. package..... .12 No. 20E3188 Potassium ferricyanide (red prussiate of potash), 1-oz. package..... .15 No. 20E3190 Potassium carbonate, 1-oz. package..... .30 No. 20E3192 Potassium oxalate, neutral, 1-lb. pkg..... .25 No. 20E3200 Platinum chloride, 16-gr. bottle..... .45 No. 20E3202 Silver nitrate, 1-oz. bottle..... .55 No. 20E3210 Sodium acetate, 1-oz. bottle..... .08 No. 20E3212 Sodium bicarbonate, 1-oz. package..... .05 No. 20E3213 Sodium bisulphite (acid sulphite), pure, 1-oz. bottle..... .12 No. 20E3214 Sodium carbonate (sal soda), crystals, pure, 1-lb. package..... .09 No. 20E3216 Sodium citrate, 1-oz. bottle..... .14 No. 20E3218 Sodium sulphite, crystals, pure. Per 1-lb. tins..... .10 No. 20E3221 Sulphite of Soda, dry, a very high grade sulphite, guaranteed absolutely chemically pure. Per lb. bottle..... .32 No. 20E3224 Carbonate of Soda, dry, a very high grade carbonate (sal soda), guaranteed absolutely chemically pure. Per 1-lb. bottle..... .22

100 Pounds of Hypo for \$1.90.

No. 20E3225 Hyposulphite of sodium, or Hypo, as the photographers call it, is one of the most important chemicals used in photography, and none but the best grade should ever be used.

OUR HYPO is the best chemically pure pea crystal, free from dirt; small, perfectly formed crystals. Clean and dry. No caking, no waste.

- PRICES. Price, per pound, in 1-pound sealed cartons..... 3c Price, 25 lbs., in wooden pail, as shown in illustration, for..... 60c Price, 100 lbs., in original keg, for..... \$1.90 Guaranteed best quality hypo or money refunded.



CARD MOUNTS. Plain White Cards.

No. 20E3300 Good Quality Plain White Cardboard Mounts, square cornered. Enamelled on one side. Put up in packages of 50.
Price, per 1000 Per 50

Size, 4 1/2 x 5 1/2 inches	\$1.54	8c
Size, 5 x 7 inches	2.31	12c
Size, 5 x 8 inches	2.50	13c
Size, 6 1/4 x 8 1/4 inches	3.84	20c
Size, 8 x 10 inches	5.38	28c
Size, 10 x 12 inches, extra heavy	9.22	48c
Size, 11 x 14 inches, extra heavy	11.42	60c

Sizes given are exact outside measurements.



Plain Tinted Cards.

No. 20E3305 These Cards are an excellent quality of cardboard, square cornered, and supplied in three colors, gray, tea or sage green. Put up in packages of 50.

Size of Card	Price, per 1000	Per 50	Size of Card	Price, per 1000	Per 50
3 1/2 x 5	\$1.25	8c	4 1/2 x 5	\$3.75	20c
3 1/2 x 4 1/2	2.95	16c	5 1/2 x 7 1/2	6.50	35c
3 1/2 x 3 1/2	3.90	15c			

Sizes given are exact outside measurements.

Cold Bevel Edge Cards.

No. 20E3310 Fine Quality Card, enamelled on one side, gold beveled edge, round corners, supplied in white only. A first class card. Put up in packages of 25.

Size of Card	Price, per 1000	Per 25	Size of Card	Price, per 1000	Per 25
2 1/2 x 3 1/2	\$3.08	8c	5 x 7	\$7.90	30c
3 1/2 x 3 1/2	3.84	10c	6 1/2 x 8 1/2	9.40	28c
3 1/2 x 4 1/2	3.90	11c	8 x 10	13.50	35c
4 1/2 x 5 1/2	4.85	13c			

Sizes given are exact outside measurements.



Embossed Border Cards.

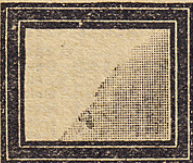
No. 20E3315 Embossed Border Cards, wide margin cards with fancy embossed border, of very pretty pattern, good quality, furnished in either white enamel, queen's gray or sage green. Put up in packages of 25.

For Pictures	Price, per 1000	Per 25	For Pictures	Price, per 1000	Per 25
1 1/2 x 3	\$2.05	6c	3 1/2 x 4 1/2	\$4.88	14c
1 x 2	2.80	8c	4 x 5	5.90	16c
2 1/2 x 2 1/2	3.00	9c	5 x 7	9.95	35c
2 1/2 x 3 1/2	4.88	13c			

Sizes given are inside measurements.

Embossed Tinted Border Cards With White Center.

No. 20E3320 Extra Heavy Cards, with white centers and wide embossed sage green borders. When the picture is mounted there is a narrow margin of the white center left, which forms a pleasing contrast between the sage green border and the prints. Put up in packages of 25.



For Pictures	Price, per 1000	Per 25	For Pictures	Price, per 1000	Per 25
1 1/2 x 2	\$3.57	10c	3 1/2 x 4 1/2	\$7.75	20c
2 1/2 x 2 1/2	4.50	12c	4 x 5	8.10	22c
3 1/2 x 3 1/2	7.50	19c	5 x 7	14.75	38c

Sizes given are inside measurements.

Ash Gray and Ivy Green Mounts.

No. 20E3325 Light, thin matt surface cards, very artistic for prints made on Darko paper, and also extensively used for glossy prints which have been squeegeed. In mounting prints on these cards the paste is applied only to the corners of the print. Made in two colors, ash gray

and ivy green, and put up in packages of 25.

Size of Card	For Pictures	Price, per 1000	Per 25
5 1/2 x 6 1/2	4 x 5 or smaller	\$5.12	15c
8 x 10	5 x 7	10.50	38c
10 x 12	6 1/2 x 8 1/2	16.15	43c
11 x 14	8 x 10	18.00	48c

Beveled Edge Melton Cards.

No. 20E3330 Another new card in the stylish Melton stock, perfectly plain, with square corners and beveled edges. Made in two colors, Egyptian black and royal brown. These cards are large enough to leave ample margin, and the colors harmonize nicely with almost any kind of a print.



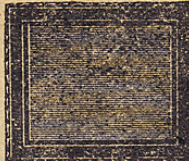
Size of Card	For Prints	Price, per 1000	Per 25	Size of Card	For Prints	Price, per 1000	Per 25
4 1/2 x 5 1/2	3 1/2 x 3 1/2	\$5.75	10c	5 x 5	4 1/2 x 4 1/2	\$5.20	14c
4 1/2 x 4 1/2	3 1/2 x 3 1/2	4.50	12c	5 x 6	4 x 5	5.65	15c
4 1/2 x 3 1/2	3 1/2 x 2 1/2	4.75	13c	6 x 8	5 x 7	7.90	21c

Stereoscopic View Mounts.

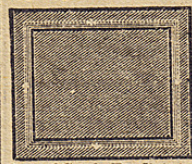
No. 20E3331 First Quality Cards for standard size stereoscopic prints. Plain edges, round corners, furnished in steel gray, ash or buff. Standard size only, 3 1/2 x 7 inches. Price, per 1,000, \$2.95; per 100, 30c; per pkg. of 25, 8c

Melton Face Embossed Cards.

No. 20E3335 Melton Face Embossed Border Cards, in the new colors, Scotch gray and ivy green. The border is embossed in a very handsome design, and the cards are of the best quality. State whether you desire the Scotch gray or ivy green.



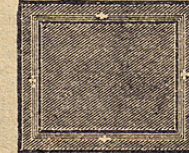
For Pictures	Price, per 1000	Per 25	For Pictures	Price, per 1000	Per 25
2 1/2 x 3 1/2	\$3.75	10c	4 1/2 x 4 1/2	\$5.60	15c
3 1/2 x 3 1/2	4.88	13c	4 x 5	6.00	16c
3 1/2 x 4 1/2	5.10	14c	5 x 7	10.60	28c



No. 20E3340 The Georgian Mount, a medium weight card, exceptionally good stock, embossed with fancy solid gilt border around the center, making a very handsome card. Made with square corners and plain beveled edges. Furnished in white or gray.

Size of Card	For Prints	Price, per 25	Price, per 100	Price, per 1000
5 x 5	3 1/2 x 3 1/2	24c	\$0.92	\$ 8.98
4 1/2 x 5 1/2	3 1/2 x 4 1/2	26c	.99	9.64
5 1/2 x 6 1/2	4 x 5	27c	1.06	10.31
5 1/2 x 8	3 1/2 x 5 1/2	29c	1.13	10.97
7 x 9	5 x 7	40c	1.55	15.99

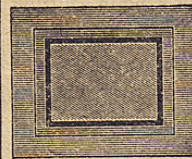
No. 20E3341 The Apollo Card. Another new and very popular card, of the same design as the Georgian, but with plain embossing instead of the solid gilt embossing. First quality stock, square corners, plain beveled edges. Furnished in Scotch gray, olive brown or white.



Size of Card	For Prints	Price, per 25	Price, per 100	Price, per 1000
5 x 5	3 1/2 x 3 1/2	12c	\$0.47	\$ 4.65
4 1/2 x 5 1/2	3 1/2 x 4 1/2	12c	.47	4.65
5 1/2 x 6 1/2	4 x 5	16c	.61	5.98
5 x 7 1/2	3 1/2 x 5 1/2	18c	.68	6.65
7 x 9	5 x 7	27c	1.06	10.31

Special Mounts for 4x5 Pictures.

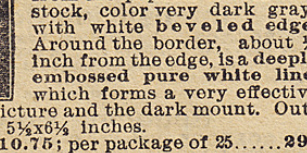
Owing to the constantly increasing demand for cards and other supplies in the popular 4x5 size, we have made arrangements for furnishing the following new and attractive designs. These cards are all for 4x5 pictures only, and cannot be furnished in any other size.



No. 20E3374 The Auto Slip Card, made in one size only for 4x5 prints. Made from good quality stock with straight edges and square corners, plate sunk center with tinted border. These slip cards require no pasting, prints being slipped into place opposite the opening and prints can be removed and changed at any time. These cards are rapidly taking the place of the old styles. Furnished in one color only, white, with a very light gray border around the opening.

Price, per 25	\$0.30
Price, per 100	1.14
Price, per 1,000	11.17

No. 20E3375 Embossed Border Card, for 4x5 pictures, center white enamel, border very light queen's gray, with handsome embossed design. Outside measurement, 5 1/2 x 6 1/2 inches. Price, per 1,000, \$8.45; per package of 25, \$2.20



No. 20E3376 White Line Beveled Edge Card, for 4x5 pictures. This card is made from the popular Melton face stock, color very dark gray, with white beveled edge. Around the border, about 1/2 inch from the edge, is a deeply embossed pure white line, which forms a very effective contrast with the picture and the dark mount. Outside measurement, 5 1/2 x 6 1/2 inches. Price, per 1,000, \$10.75; per package of 25, \$2.90

No. 20E3377 Black Line Beveled Edge Card, for 4x5 pictures. This card, like the preceding, is made from the best heavy Melton face stock, with white beveled edges. The color is a beautiful shade of pearl gray, and the deeply embossed line is jet black, making a very pretty card. Outside measurement, 5 1/2 x 6 1/2 inches. Price, per 1,000, \$10.50; 25 for, \$2.80



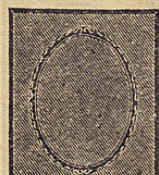
Plain Cabinet Cards.

No. 20E3380 Round Cornered Cabinet Cards, just what you want for cheap work—supplied in white, gray or sage. Size, 4 1/2 x 6 1/2 inches. Price, 1,000 for \$2.72 500 for 1.37 250 for .70

No. 20E3383 Plain Beveled Cabinet Cards, square corners, good quality of Melton face	price, per 1,000
250 for	1.00

Cards for Penny Pictures.

No. 20E3386 Embossed cards, white enamel, outside, 2 1/2 x 2 1/2, for prints 1 1/2 x 1 1/2. Price, per 1,000, \$1.13; 500 for 58c



No. 20E3387 White Enamelled Cards, fancy embossed border, outside, 2 1/2 x 2 1/2, for prints 1 1/2 x 1 1/2. Very pretty. Price, per 1,000, \$1.88; 500 for \$1.00

The Excelsior.

No. 20E3384 The Excel. Oval Opening Portrait Card made from high grade heavy stock, square corners and beveled edge. Embossed with a deep drab border around the oval opening. A very fine card for high class portrait work. Furnished in olive brown, ash or gray.

Size of Card	For Prints	Price, per 25	Price, per 100	Price, per 1000
4 1/2 x 5 1/2	3 1/2 Cabinet	17c	\$0.65	\$ 6.3
4 1/2 x 6 1/2	3 1/2 Cabinet	18c	.68	6.6
3 1/2 x 7 1/2	3 1/2 Cabinet Panel	20c	.78	7.6
5 x 7	3 1/2 Cabinet	23c	.88	8.6
4 1/2 x 8 1/2	3 1/2 Cabinet Panel	26c	.99	9.6
6 x 8	Cabinet	29c	1.13	10.9

The Chelsea.

No. 20E3385 Chelsea Mount, one of the new oval designs for 1906, made with beveled edges, square corners and plain embossing. High class heavy stock with faint marbled effect. Furnished in buff, white or cream color.



Size of Card	For Pictures	Price, per 25	Price, per 100	Price, per 1000
4 1/2 x 6	3 1/2 Cabinet	13c	\$0.68	\$ 6.6
5 1/2 x 7 1/2	3 1/2 Cabinet	26c	.99	9.6
5 1/2 x 7 1/2	3 1/2 Cabinet	26c	.99	9.6
6 x 8	Cabinet	32c	1.22	11.9
6 x 9	2 1/2 x 5 1/2	35c	1.36	13.30

The Iroquois.

No. 20E3388 Iroquois. Plain beveled square corners, made from extra heavy stock. Perfectly plain except for the embossed crest in lower corner. One of the latest designs and a very stylish and up date card. Furnished in white, brown cream rippled.

Size of Card	For Pictures	Price, per 25	Price, per 100	Price, per 1000
3 1/2 x 7 1/2	3 1/2 Cabinet	26c	\$0.99	\$ 9.64
4 x 8 1/2	3 1/2 Cabinet	30c	1.15	11.30
5 1/2 x 7 1/2	3 1/2 Cabinet	30c	1.15	11.30
5 x 10	3 1/2 Cabinet	43c	1.67	15.29
6 x 12	3 1/2 Cabinet	58c	2.24	21.94
8 x 10	3 1/2 Cabinet	62c	2.41	23.61

The Crepon.

No. 20E3389 The Crepon Mount. Another new and very popular design, made from heavy stock, beveled edges, square corners. The surface of this card is embossed with a heavy morocco leather grained effect; very handsome and entirely new. Furnished in white or black.

Size of Card	For Prints	Price, per 25	Price, per 100	Price, per 1000
4 1/2 x 6	3 1/2 Cabinet	27c	\$1.06	\$10.3
5 1/2 x 7 1/2	3 1/2 Cabinet	34c	1.33	12.9
5 1/2 x 7 1/2	3 1/2 Cabinet	34c	1.33	12.9
6 x 8	Cabinet	42c	1.63	15.9
6 x 9	Cabinet	47c	1.83	17.9
7 x 9	Cabinet	62c	2.41	23.6

The Iroquois Folder.

No. 20E3396 Iroquois Fold new pioneer design, made with straight edges, square corners and tied with fine tasseled silk cord. Made from extra high class stock with the new faint marbled effect. Furnished in buff, white or cream color. These folders are embossed with oval design for prints in following sizes: Half cabinet, three quarter cabinet, cabinet and cabinet panel. The outside measurement is the same, 6 1/2 inch regardless of the size of print. Price, per 100, \$3.18; per 25, 80c; per dozen, \$4.20 State color and size of print when ordering.



Embossed Cards for Large Prints.

No. 20E3395 Embossed Border Cards, made from high grade stock, good weight, supplied in white, ivy green or carbon black.

Size of Card	For Prints	Price, per 25	Price, per 100
8x10	5 x 7	\$0.35	\$1.2
9x12	5 x 8	.41	1.0
10x12	6 1/2 x 8 1/2	.51	1.8
11x14	8 x 10	.64	2.4
14x17	10 x 12	1.10	4.2

SPECTACLES AND EYEGLASSES.

WE PARTICULARLY CAUTION OUR CUSTOMERS against buying the very cheap goods of spectacles or eyeglasses. The lenses of these cheap goods are made of very poor material, are improperly cut, and almost always do untold injury to the eyes. An injury to your eyes can be mended or repaired, but an injury to the eyes may never be cured.

THE PROPER READING DISTANCE for ordinary print is from 12 to 14 inches. If it is necessary to hold the reading nearer the eye than this, glasses for near sight are required. If it is necessary to hold the reading more than 12 to 14 inches away from the eye, glasses are required for far sight. Practically everybody should wear glasses after reaching the age of forty years, as the eyes at this time commence to be far sighted, and longer the wearing of glasses is put off the harder it will be to remedy the trouble. Near sightedness is also very common, especially among young people, and should never be neglected, as this trouble is so easily and perfectly relieved by proper eyeglasses or spectacles.

TYPE FOR TESTING THE EYES.

60
The smallest size letters on this card should be read easily at fifteen inches from the eye. If you cannot do so you should wear spectacles. It does not pay to buy cheap spectacles.

52
They distort the rays of light, disturb the angles of vision, cause strain and discomfort and injure the eyesight. When it is necessary to work or reading matter farther than fifteen inches from the eyes

44
In order to see distinctly, it is a sure sign of falling vision, much annoyance, discomfort and pain will be prevented.

40
Having a pair of glasses fitted. Pain in the eyes when wearing spectacles is usually caused

36
either by improperly fitted lenses, or from the centres of the lenses not corresponding with

32
centres of the eyes. To be perfect, a lens must be made with highly polished surfaces

26
accurate curvatures. Our crystalline lenses are the best in the market.

22
They are made from the clearest and finest material obtainable

20
THEY ARE WARRANTED TO BE OF ABSOLUTELY PERFECT CONSTRUCTION. BY NO OTHER KIND.

CRYSTALLINE LENSES ARE THE BEST. PREPARED BY SEARS, ROEBUCK & CO.

30F
40F
50F

INSTRUCTIONS FOR ORDERING.

Give the catalogue number of the style of Spectacles or Eyeglasses that you want, and answer very carefully the following test questions. When ordering spectacles or eyeglasses of any kind to be sent by mail, include 5 cts. extra for postage. WE WILL REFUND YOUR MONEY IN FULL IF THE SPECTACLES WE SEND YOU DO NOT FIT YOUR EYES PERFECTLY.

TEST QUESTIONS.

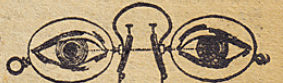
- No. 1. What is your age?
- No. 2. Have you ever worn glasses before, and if so, how long and what number were they?
- No. 3. Do your eyes stand out prominently or are they sunken?
- No. 4. Do your eyes become tired after slight use?
- No. 5. Does the light hurt your eyes?
- No. 6. How long is it since your sight began to fail?
- No. 7. Do you suffer from headaches or pain over the eyes?
- No. 8. Can you see well at a distance without glasses?
- No. 9. Do you desire glasses for reading or for seeing at a distance?
- No. 10. Can you read test type No. 30F at a distance of 20 feet without glasses? If not, what number can you see at this distance?
- No. 11. What is the number of the smallest type that you can easily and distinctly read, when holding this page at a distance of 12 inches from the eyes, without glasses?
- No. 12. What is the greatest possible distance at which you can easily and distinctly read paragraph No. 26, without glasses?



If you desire SPECTACLES answer the following three questions:

- No. 13. What is the distance between the pupils (A to B)?
- No. 14. What is the width of nose at base (O to D)?
- No. 15. What is the distance between the temples (E to F)?

If you desire EYEGLASSES answer the following four questions.



- No. 16. What is the width of nose (T to T)?
- No. 17. What is the width of nose (P to P)?
- No. 18. Is the bridge of your nose prominent or flat?
- No. 19. What is the distance from the center or pupil of one eye to the center or pupil of the other eye?

Steel, Aluminco and Solid Gold Riding Bow Spectacles.

The Riding Bow Spectacles, known also as Hook Bow, are to be preferred in all cases where the glasses are to be worn constantly, or nearly so. The shape of the temples prevents the spectacles falling off, and also keeps the lenses more exactly in the proper position all the time.



No. 55E111 Steel Spectacles, first quality, riding bow temples, finely tempered, with good quality lenses. Price... 48c
No. 55E114 Best Grade Steel Spectacles, the very best riding bow steel spectacle made, nickel plated, finely finished, perfectly tempered, and warranted in every respect. These spectacles are fitted with the finest quality crystalline lenses, carefully ground and accurately centered. Price... 88c
No. 55E115 Aluminco Spectacles, riding bow temples, light and well finished, with fine accurately centered crystalline lenses. Aluminco is a composition metal in weight and color exactly like aluminum. Warranted not to tarnish. Price... \$1.00

No. 55E125 Solid Gold Spectacles, riding bow temples, perfection joints, highly polished and fitted with the finest accurately centered crystalline lenses. Price, 14-karat, \$3.30; 10-karat, \$2.50

STRAIGHT TEMPLE SPECTACLES.

Straight Temple Spectacles are most suitable for those who wear glasses for near work only, and therefore remove them frequently from the eyes.

No. 55E132 Steel Spectacles; first quality, straight temples, finely tempered, with good quality lenses. Price... 45c

No. 55E134 Best Grade Steel Spectacles, the best straight temple steel spectacle that can be manufactured, full nickel plated, perfectly tempered, elegantly finished, both frame and lenses guaranteed in every way. These spectacles are fitted with the very best quality of accurately ground crystalline lenses, carefully adjusted. Price... 85c

No. 55E136 Aluminco Straight Temple Spectacles for \$1.00. We offer these genuine Aluminco Straight Temple Spectacles as the most satisfactory, most durable and most comfortable straight temple spectacle made, except the solid gold or gold filled styles. They are far superior to steel, as Aluminco is a light, silvery metal that will never rust or tarnish, but will always keep its fine bright color. These frames are as carefully finished as our best solid gold, and fitted with our highest grade crystalline lenses. Price... 95c

Our Special Gold Filled Straight Temple Spectacles, at \$1.65.

No. 55E140 We furnish these extra high grade Straight Temple Spectacles as absolutely the best straight temple gold filled spectacle that can be manufactured. They are genuine gold filled, made with two plates of extra heavy solid gold over an inner plate of hard composition metal, and we will replace without charge any pair that discolors, tarnishes or wears through to the composition metal in ten years. Equal in appearance to solid gold, beautifully finished and fitted with the very highest grade crystalline lenses. Price... \$1.65

No. 55E145 Solid Gold Spectacles; straight temple bows, perfection joint, highly polished, heavy weight; fitted with the finest accurately centered crystalline lenses. Price, 14-K. \$3.45; 10-K. \$3.20

Bifocal Lenses.



The illustration shows appearance of Bifocal Lenses. We recommend Bifocal Lenses in cases where spectacles are required for both near and distant vision. We furnish these lenses in the style known as cemented bifocal lenses, which are the latest, best and most satisfactory style made. Any of the spectacles or eyeglasses in this catalogue (except the rimless) can be furnished with bifocal lenses for 50 cents extra; for example, spectacle No. 55E136, the regular price of which is 95 cents, would be \$1.45 with bifocal lenses.

Flexible Guard Eyeglasses.

The Flexible Guard eyeglasses are generally preferred when glasses are not constantly worn, as they are easily adjusted to the nose.

No. 55E160 Aluminco Eyeglasses, flexible cork lined guards and oval spring, light and of silvery color, will not tarnish, fitted with finest periscope lenses. Price... 75c
No. 55E165 Gold Filled Eyeglasses, flexible cork lined guards and oval spring, warranted for ten years, fitted with finest crystalline lenses. The very highest grade gold filled flexible guard eyeglass frame that can be produced. Price... \$1.25



Offset Guard Eyeglasses.

The Offset Guard Eyeglasses are used exclusively when glasses are worn constantly, as they are specially adapted to remain in a fixed position.

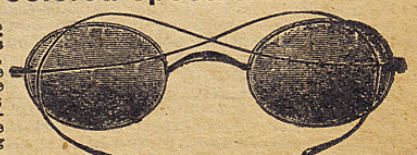
No. 55E170 Aluminco Eyeglasses, offset guards, cork or shell lined, hoop spring, light and of silvery color, warranted not to tarnish, fitted with finest periscope lenses. Price... 75c
No. 55E175 Gold Filled Eyeglasses, offset guards, either cork or shell lined, round hoop spring warranted for ten years, fitted with finest crystalline lenses. The very highest grade offset guard gold filled eyeglass frame that can be produced. Price... \$1.25

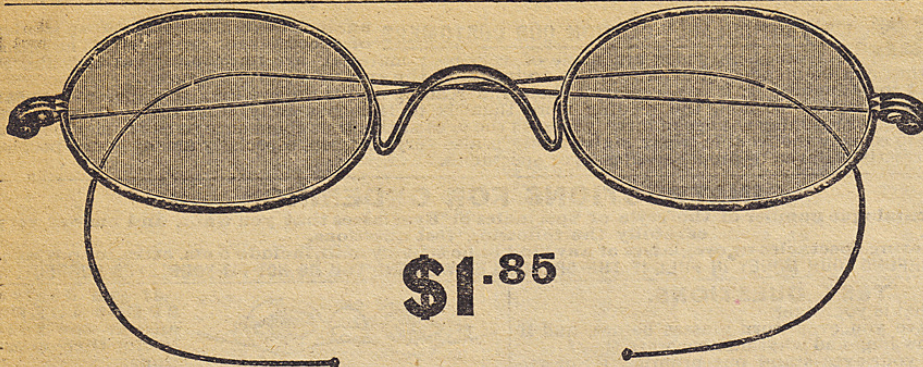


No. 55E175

Colored Spectacles.

No. 55E212 Colored Lens Spectacles, a high grade steel frame spectacle with best colored coquille lenses, riding bow temples. Colored spectacles are a great comfort to those whose eyes are weak, protecting them from strong light and do much toward preserving the sight. Furnished with either smoke or blue lenses. Price... 32c





\$1.85

OUR \$1.85 GOLD FILLED SPECTACLES
OUR TEN-YEAR GUARANTEE. We put out every pair of these spectacles under a binding ten years' guarantee, and if they wear through, tarnish, discolor or give out by reason of defect in material, poor workmanship at any time within ten years, we will refund them with a new pair or refund the amount paid for them.

WHY WE CAN SELL SPECTACLES AT PRICES SO MUCH LOWER THAN ARE CHARGED BY OTHERS.

It has always been customary for opticians to make enormous profits and the prices asked are always entirely out of proportion to the actual value of the goods themselves. Opticians attempt to justify their extortionate prices of sale by the plea that their customers are paying them for their skill, time and their knowledge.

WE ARE ABLE, however, by reason of the enormous number of orders we receive for spectacles, to sell these goods on our regular staple merchandise profit plan.

ABOUT THE QUALITY. Spectacles offer a greater opportunity for unscrupulous dealers to impose upon their customers than is found in any other line of merchandise. Spectacles, and particularly spectacle lenses, are made in a great variety of qualities, ranging all the way from the highest class of optically perfect goods down to trash that is not only worthless but liable to result in permanent injury to the wearer's eyesight. We could offer to our customers gold filled spectacles at \$1.50 per pair, or \$1.25, or \$1.00, in fact, we could even sell gold filled spectacles, all complete, at 75 cents per pair if we used a low grade of lenses, cheap frames, and allowed our orders for spectacles to be filled by cheap incompetent workmen. We believe, however, that quality is more important, perhaps, in spectacles than any other line of merchandise. We believe that the very best is none too good, and when we offer you our special gold filled spectacle at \$1.85, we absolutely guarantee that it is the highest grade gold filled spectacle that can be made. We guarantee that it is genuine 10-karat gold over the highest grade composition metal.

made by the most expert and experienced workmen and fitted with the highest grade, the very best quality centered crystalline lenses. We not only guarantee this gold filled spectacle to be the very best gold filled spectacle that can be made, but we guarantee it to be equal in every respect to gold filled spectacles sold by opticians at from \$5.00 to \$8.00 per pair.

WE GUARANTEE that the frame of our \$1.85 gold filled spectacles is a genuine American Optical Co. frame, made by the American Optical Co., makers of the highest grade spectacle frames in the world.

REMEMBER, we send these glasses out with the understanding that if they are not perfectly satisfactory in every way, if they do not fit your eyes perfectly, enable you to see better than any other glasses you have ever worn, they can be returned to us at our expense, and we will refund your money.

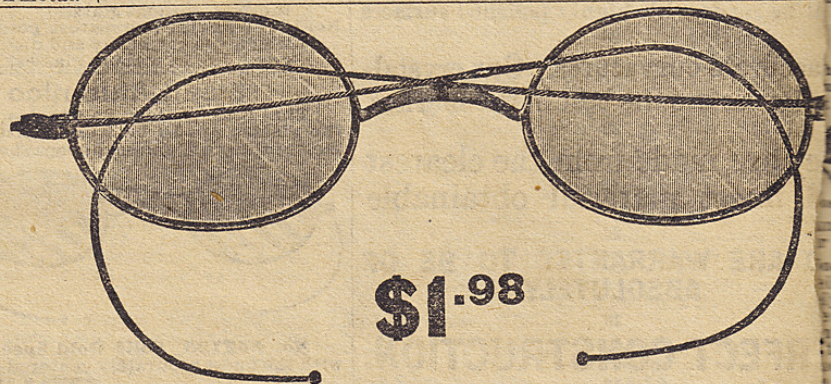
No. 55E190 Gold Filled Riding Bow Spectacles. Price... \$

CABLE BOW GOLD FILLED SPECTACLES

\$1.98.
CABLE RIDING BOW SPECTACLES are the most comfortable and most satisfactory style of spectacles that can be worn. The secret of their comfort lies in the fact that the bows or temples are of a peculiar twisted construction made from the very highest grade fine gold filled wire twisted together like the strands of a rope, this peculiar construction being plainly shown in our large illustration. This method of making the bows renders them very flexible and somewhat larger than the regulation style, making it impossible for them to cut into the flesh back of the ears, thereby entirely doing away with the discomfort which is often experienced with the ordinary style.

ABOUT THE QUALITY. In our cable bow gold filled spectacles at \$1.98 we maintain exactly the same high standard of quality that we do in our \$1.85 gold filled spectacles. We guarantee that the frame is a genuine American Optical Co. frame, the highest grade frame that can be manufactured, solid 10-karat gold over an inner white composition metal, exactly the same as our No. 55E190 gold filled spectacles, except that the bows are made from fine, gold filled, twisted wire instead of the one-piece gold filled wire. We guarantee that the lenses are the very highest grade genuine crystalline lenses, accurately centered.

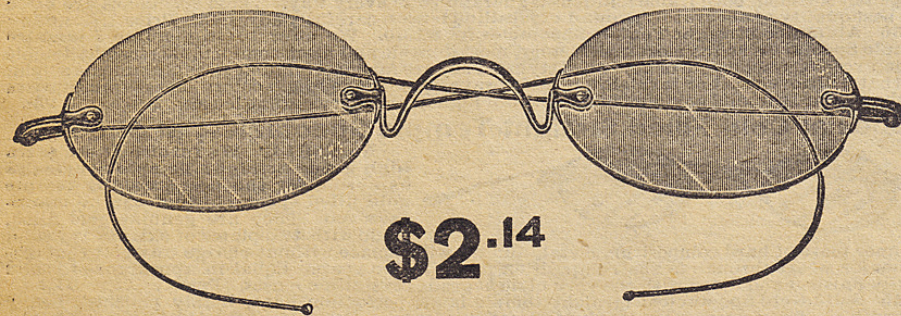
OUR 10-YEAR GUARANTEE. We send these spectacles out with the understanding and agreement that the gold will not wear off, discolor nor tarnish in ten years' constant use. If these spectacles give out, through any defect in material or through poor workmanship, or if they tarnish, discolor or wear off at any time within ten years, we will replace them with a new pair absolutely free of charge.



\$1.98

OUR CABLE RIDING BOW GOLD FILLED SPECTACLES are fitted with the highest grade periscopic crystalline lenses, accurately centered, carefully selected in accordance with your answers to our test questions, and, if they do not fit your eyes perfectly, if you do not find them better than any other spectacles you have ever worn, they can be returned to us at our expense, and we will refund your money, including postage both ways.

No. 55E195 Cable Riding Bow Gold Filled Spectacles. Price... \$



\$2.14

RIMLESS SPECTACLES AT \$2.14
STYLISH AND ELEGANT. Rimless spectacles are the very latest and most comfortable spectacles made. They are light and elegant in appearance, comfortable to wear and contribute in no small measure towards giving the wearer a neat and dressy appearance.

ABOUT THE QUALITY. Our rimless spectacles, like all our other high grade spectacles, are genuine American Optical Co. goods, both lenses and the frames manufactured in this celebrated factory with the very highest grade frames and the very highest grade genuine crystalline centered lenses that are made. There are no other rimless spectacles on the market, the same as there are no other spectacles of all kinds, and by handling these cheap quality goods we could very easily sell rimless spectacles at any price from \$1.00 up, but we believe that it pays to sell only the very highest grade of spectacles and to sell them at the highest grade at about one-fourth the price which the ordinary optician is compelled to charge for similar goods.

OUR 10-YEAR GUARANTEE. These rimless spectacles are guaranteed against discoloration or tarnishing, and if the gold wears off, if they discolor or tarnish, or give out in any way, through poor materials or workmanship at any time within ten years we will send you a new pair free or refund your money. You take absolutely no chance in ordering spectacles from us, as we will return your money immediately if the spectacles are not in every way satisfactory.

No. 55E198 Gold Filled Rimless Spectacles, as described and illustrated above.

IF YOU ALREADY HAVE A PAIR OF SPECTACLES that suit your eyes, you would like to own a pair of our high grade, gold filled, rimless spectacles, we suggest that you send us the number of your lenses, if you know it, or, if not, that you send us your spectacles, and we will select from our stock a pair of these high grade rimless spectacles, with lenses of exactly the same strength as your own and of the same dimensions, so that they will fit you just as well as the old pair.

OUR RIMLESS EYE GLASSES are made with offset guards, lined either with cork or tortoise shell, the mountings are the very highest grade gold filled stock, guaranteed made with two heavy plates of fine solid gold over an inner plate of hard composition metal, beautifully polished and finished. The lenses are extra high grade crystalline lenses, accurately centered, made from the very purest optical glass, carefully selected to meet the requirements indicated by your answers to our test questions.

ABOUT THE QUALITY. We guarantee that our rimless eye glasses are genuine American Optical Co. goods, made from the very finest stock, genuine 10-karat gold, highest grade centered crystalline lenses, both the lenses and the frames made by the American Optical Co. By departing from our regular high standard of excellence we could put up a pair of rimless eye glasses that would apparently look just as good as our regular style, and sell them for \$1.50 or \$1.00; or by using a gold plated frame and cheap non-centered lenses we could even make the price considerably below \$1.00, but we do not believe that our customers wish to risk their eyesight for the sake of saving a few cents on a pair of glasses.

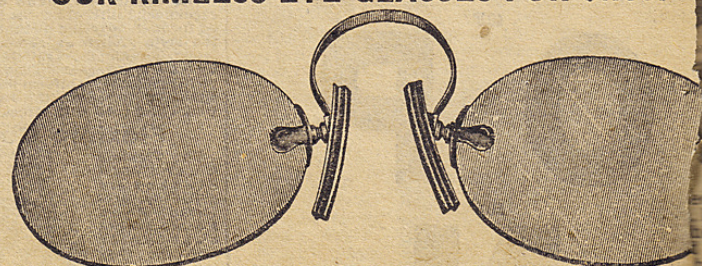
EVERY PAIR OF OUR RIMLESS EYE GLASSES is sent out under our binding ten years' guarantee, under the terms of which we agree to replace any pair that tarnish, wear off, or give out through defective materials or poor workmanship in ten years. A pair of carefully adjusted high grade gold filled rimless eye glasses gives the wearer a distinguished and prosperous appearance which is entirely lacking with the ordinary styles of spectacles.

REMEMBER every order for either spectacles or eye glasses receives the careful personal attention of our expert optician, a graduate of

the Northern Illinois College of Ophthalmology, who has for years a special study of fitting spectacles by mail.

REMEMBER that every pair of spectacles or eye glasses which we send out with the distinct understanding and agreement that if we fail to fit your eyes perfectly, if you do not find the glasses entirely satisfactory in every way, if they do not enable you to see better than any glasses you have ever worn, they may be returned to us and your money refunded, including postage both ways.

No. 55E200 Rimless Eye Glasses. Price... \$



CL. scenery or Shooting Spectacles.



Nos. 55E230 to 55E234

While these spectacles are commonly known as shooting spectacles, they are largely used by tourists looking at scenery, especially where the light is bright and dazzling or when the ground is covered with snow, which reflects the light and tires the eyes. The peculiar amber tint of the lenses, not only improves the view but enables one to see more clearly at a distance, and is very pleasant and soothing to the eye. The lenses are known as diaphragm lenses, being sanded or ground in such a manner as to exclude the view except through the circular circle in the center of each lens.

No. 55E230 Shooting Spectacles, steel frames, light temples, good quality, nickel plated, amber tinted diaphragm lenses. Price.....16c

No. 55E231 Shooting Spectacles, steel frames, light temples, best quality, finely tempered with emerald finish. Best amber tinted diaphragm lenses. Price.....36c

No. 55E232 Shooting Spectacles, steel frames, as illustration, but with riding bow temples, of the quality, extra finish with amber tinted diaphragm lenses. Price.....28c

No. 55E234 Shooting Spectacles, steel frames, light temples, best quality, finely tempered and emerald finish, with best grade smoke tinted diaphragm lenses. Price.....42c

If by mail, postage extra, each, 5 cents.

Goggles.

The use of Goggles as a protection to the eyes from light, dust, etc., is so common and well known no comment upon them is necessary.

No. 55E240 Goggles, ordinary quality, wire gauze with common smoke, blue, green or clear glasses. Price.....7c

No. 55E241 Goggles, good quality, wire gauze, velvet lined edges, with smoke, blue or clear glasses. Each pair in cloth bound box. Price.....30c

No. 55E243 Goggles, steel frame, velvet bound, finely finished, with stiff leather piece and tempered riding bow temples. Extra fine wire gauze and best grade light smoke lenses. Each pair in fine case. Price.....95c

If by mail, postage extra, each, 5 cents.

Eye Protectors.

These eye protectors, being extremely light and well ventilated, are very comfortable, and as a protection against excessive light, blinding storms of snow or rain, floating cinders, mud, dust, flying sparks, are unexcelled. They are used by wheelmen, firemen, railroadmen, stonecutters, firemen, farmers, harvesters, in fact, by all who are in any way exposed to the danger of injuring the eyes.

No. 55E248 Celluloid Eye Protector, well made from the best transparent celluloid, felt bound, in clear, blue or green. Price, including case.....16c

(If by mail, postage extra, 2 cents)

No. 55E249 Corrugated Eye Protector, made of clear mica, well substantially constructed, and bound with corrugated felt. This Protector is hinged at the center, thus folding into small space, and is made with either smoke, or clear mica. Price, with morocco case.....20c

If by mail, postage extra, 2 cents.

Boracine Eye Remedy.

The purest and best remedy for curing all sore and inflamed eyes and for keeping them well and strong. Modern hygienic rules as laid down by the up to date physician and specialist include the occasional cleansing of the eyes the same as the use of the bath and the daily washing of the body. In using Boracine, the purest and best remedy, a few drops at a time will remove inflammation, heal any irritation or swelling, act as a tonic to the mucous membrane of the eye and restore the eyes immediately to their natural condition and brilliancy.

Boracine is an eye remedy, not an eye water. Is utterly harmless and highly beneficial, when used with eye cleanser and eye protector. It will cure all inflammations of sore eyes, red, inflamed or scaly, itching or irritated eyelids. Complete directions will be accompanied with each bottle. Price, each.....\$0.22

For dozen bottles..... \$1.10

2 cents extra for mailing tube and postage.

Eyeglass Chains and Hooks.



Nos. 55E265 to 55E269

No. 55E265 Eyeglass Chain, gold filled, Price, with snap and hook, 35c; with snap and hairpin, 32c; with snap and earloop.....30c

No. 55E267 Eyeglass Chain, extra quality, gold filled, fully guaranteed. Price, with snap and hook, 58c; with snap and hairpin, 55c; with snap and earloop.....52c

No. 55E269 Eyeglass Chain, best quality, solid 10k gold. Price, with snap and hook, \$1.20; with snap and hairpin, \$1.15; with snap and earloop.....\$1.10

Postage extra, on any style chain, 4 cents.

No. 55E275 Eyeglass Hook, fine quality gold filled. Price.....15c

No. 55E277 Eyeglass Hook, Nos. 55E275 and 55E277 solid gold, extra quality. Price.....62c

If by mail, postage extra, 2 cents.

Eye Shades.



No. 55E281 Eye Shade, best grade transparent green celluloid, very light and comfortable. Held in place by light elastic cord, self adjusting. Price.....7c

Postage extra, 4 cents.

READING GLASSES

are very desirable for reading fine print, and as they are strong magnifiers and give a large range of vision they are very restful to the eyes and especially desirable for old people. They are also used for looking at photographs and other pictures, as they bring out the detail and add greatly to the beauty of the picture, the principle being the same as the graphoscope.

Powerful Burning Glasses.

Any of these reading glasses are powerful sun or burning glasses, readily setting fire to light materials such as paper, shavings, dry leaves, etc. The larger the glass the greater is its burning power.

German Reading Glasses.

These glasses, Nos. 55E335 to 55E339 are fitted with first quality lenses, nickel plated frames and black enameled handles.

No. 55E335 German Reading Glass, 2 1/4 inches in diameter. Price.....21c

If by mail, postage extra, 13 cents.

No. 55E336 German Reading Glass, 2 1/2 inches in diameter. Price.....37c

If by mail, postage extra, 14 cents.

No. 55E337 German Reading Glass, 3 1/4 inches in diameter. Price.....53c

No. 55E338 German Reading Glass, 4 inches in diameter. Price.....64c

If by mail, postage extra, 20 cents.

No. 55E339 German Reading Glass, 5 inches in diameter. Price.....\$1.22

(Postage extra, 25 cents)



Best Grade Reading Glasses.

These glasses, Nos. 55E345 to 55E349, are the highest grade manufactured, with strongly made nickel plated frames, and wood handles, finished in black enamel, high magnifying power. Better or more powerful glasses than these are not manufactured.

No. 55E345 Reading Glass, 2 inches in diameter. Price.....36c

No. 55E346 Reading Glass, 2 1/2 inches in diameter. Price.....46c

No. 55E347 Reading Glass, 3 inches in diameter. Price.....62c

No. 55E348 Reading Glass, 4 inches in diameter. Price.....96c

No. 55E349 Reading Glass, 5 inches in diameter. Price.....\$1.68

If by mail, postage extra, 25 cents.

Pearl Handle Reading Class.

No. 55E350 The handle of this beautiful Reading Glass is made of brilliant iridescent oriental pearl, the rim is finely gold plated and the lens is best grade manufactured. Diameter, 3 1/4 inches. The handsome appearance and fine quality make it especially suitable for a birthday or Christmas gift. Price.....(If by mail, postage extra, 20c).....\$2.58

Our 69-Cent Dust Protector.



No. 55E400 Against dust is the greatest protector ever made. For thrashers, grain men, millers, farmers and everyone whose duties call him into dusty places. It is worth a thousand times its cost as a protection to the lungs, to the general health and comfort. Thousands of men are saved from consumption by the use of this protector. It protects the nose and mouth from the intrusion of dust which is so injurious to the head and lungs. No miller, grain buyer, thrasher or farmer is safe without one. They afford perfect protection with perfect ventilation. Made of fine metal, handsomely nickel plated, bound with chamois skin, adjustable to anyone by strong elastic band, absolutely indestructible and worth a thousand times the trifling cost as a safeguard to health. Each protector comes packed in a neat box with full instructions for use. Price.....69c

If by mail, postage extra, 5 cents.

Conversation Tubes.



Tideman's Acousti- phone will make you hear. See page 516.

Conversation Tubes are undoubtedly the best device ever made for the relief of deafness, and these are the very highest grade of conversation tubes made; finely constructed throughout, with a peculiar metallic spiral lining, which gives the tube great flexibility and at the same time keeps it fully distended in any position.

No. 55E411 Mohair Conversation Tube, medium size, tapered, covered with flexible mohair, hard rubber ear piece and bell. Price.....\$1.00

No. 55E412 Mohair Conversation Tube, same as No. 55E411, but larger size, 3 feet in length. Ea. \$1.10

No. 55E413 Silk Conversation Tube, very highest grade manufactured, covered with finest quality black silk, tapered tube, medium size. Price \$1.05

No. 55E414 Silk Conversation Tube, same style and quality as No. 55E413, but larger size, 3 feet in length. Price.....\$1.15

Hearing Horns.



These horns are exactly the same as those advertised by many dealers at prices ranging from \$8.00 to \$15.00 each.

These London Hearing Horns are constructed of light metal upon an entirely new principle. They may be carried in the pocket and when in use are easily concealed in the hand. They are designed for the use of those who are

only moderately deaf and enable one to hear not only an ordinary conversation but sounds at a distance as well, making them suitable for use anywhere—at home, in church, or public entertainments. Made in Two Sizes, with Black Oxidized Finish.

No. 55E420 London Hearing Horn, medium size, 2 1/2 inches in length. Price.....\$1.00

If by mail, postage extra, 5 cents.

No. 55E421 London Hearing Horn, large size, 4 inches in length. Price.....\$1.10

If by mail, postage extra, 8 cents.

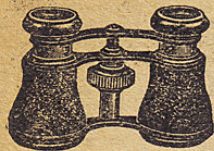
Your money will be promptly refunded if the horn does not give entire satisfaction.

Miss Greene Hearing Horn.



No. 55E425 This is a new device, being an improvement in shape over all other Tin Trumpets, and is more easily carried. The sound receiving end is flat oval shape, 5 1/2 inches in diameter by 1 1/2 inches in depth. Its peculiar formation is especially adapted to gather in sounds and convey them audibly and distinctly to the ear; is one of the best arrangements for conversation or public speaking; can be held to the ear without raising the hand; made of metal, in two pieces, japanned black. Price.....\$2.00

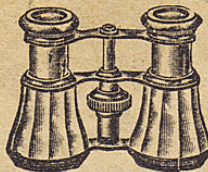
Our \$1.70 Opera Glass



No. 55E450
This is a good practical glass, made with a good quality achromatic lenses, 1 1/8 inches in diameter; covered with black morocco leather; draw tubes and trimmings are black. It is an excellent instrument for so little money.

Price.....\$1.70
By mail, postage extra, 16 cents.

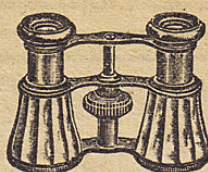
Genuine Colmont Opera Glass, \$6.85.



No. 55E460
This opera glass is beautifully finished in pearl and gold, and is strictly high grade throughout. Finest achromatic lenses, 1 1/2 inches in diameter; oriental pearl body, pearl tops and pearl focusing screw. Draw tubes, cross bars and trimmings heavily gold plated. Price...\$6.85

If by mail, postage extra, 18c.

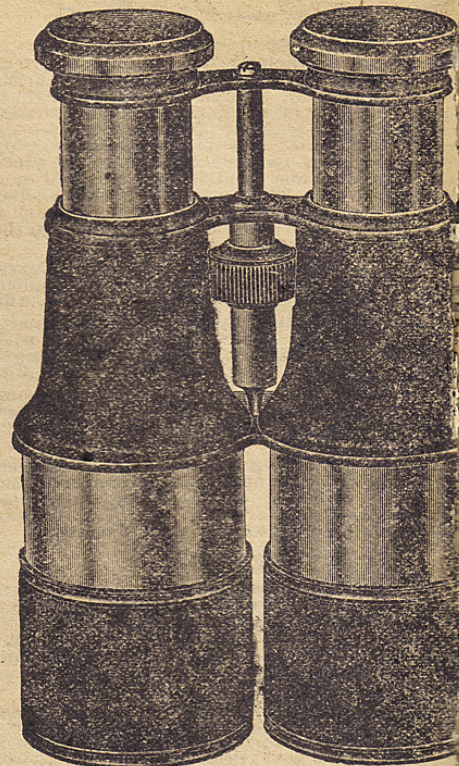
Our \$4.29 Pearl Opera Glass.



No. 55E465
We offer this gold and pearl opera glass as the best instrument of the kind ever sold for so low a price. All metal parts are gold plated. Warranted not to tarnish, fine pearl body, good achromatic lenses, 1 1/2 inches in diameter. Price.....\$4.29

If by mail, postage extra, 18c.

Only \$12.95 for Our Highest Grade Genuine Jena Special Field Glass.



No. 55E560 This large illustration, engraved by our artist direct from a photograph, will give you an idea of the appearance of our JENA SPECIAL FIELD GLASS. The lenses of field glass are ground from the famous special optical glass, made in the Jena glass tory in Germany.

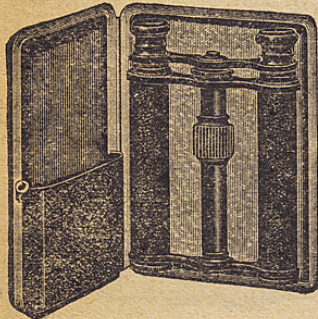
It is from this special new glass, this latest of the experiments and investigations of the skilled and scientific glass makers of Europe, the lenses for our Jena Special Field Glasses ground. They are ground by the most skilled grinders, they are fitted with the utmost care, they are accurately adjusted. These lenses combine, to a degree never before attained, the best power with the most marvelous definition clearness.

We offer the Jena Special Field Glass not merely as the equal of glasses sold by other dealers at several times our price, but we offer it as absolutely the best field glass that can be obtained at a price. We sell this glass under a positive guarantee and if you do not find it superior to any field glass to which you may compare it, you may return our expense and we will refund your money.

Bear in mind that our special \$12.95 price is for the large size Jena Special Field Glass with 2 1/2 inches in diameter. This field glass measures 3 1/2 inches high when closed and 7 1/2 inches when extended, weighs 33 ounces, and the magnifying power is seven times. The draw tubes, cross bars, top trimmings are all finished in fine black enamel, the covering is the best grade of morocco leather. Price, complete with fine case and strap...\$12.95

No. 55E561 OUR JENA SPECIAL ALUMINUM FIELD GLASS. Exactly the same as our No. 55E560 except that all metal parts are made of aluminum, thus reducing the weight and adding to its appearance. The highly polished draw tubes are finished in the natural silvery color of aluminum, all trimmings are finished in black and the covering is morocco leather. Weight, only 18 ounces. Price, complete with fine case and strap...\$12.95

Maxim Binocular Telescope for \$17.60.



An exceedingly small and compact instrument of high magnifying power.

This is a genuine Maxim Double Telescope, made by Maxim, the celebrated Paris telescope maker, and is the handiest and most efficient instrument of this kind ever devised. It is an ideal glass for tourists, farmers, hunters, ranchmen, stockmen or anyone requiring a powerful instrument which at the same time is small in size, light and compact. Our special Binocular Telescope weighs only 9 ounces and is so compact that it may be carried in the coat pocket as easily as a pocketbook, yet has a magnifying power of nine times or one-half again as high a power as the best field glasses. Our illustration shows the glass in the fine silk lined morocco leather pocket case, which is included without extra charge. When closed our Special Binocular Telescope measures only 4 3/4 inches high, the distance from side to side is only 3 1/2 inches and the barrels are only 3/4 of an inch in diameter. The length when extended for use is 6 3/4 inches. The lenses with which our Special Binocular Telescope is fitted are the best quality achromatic, accurately fitted and adjusted. The magnifying power is nine times and the definition is exceptionally fine.

No. 55E565 Maxim Double Telescope.

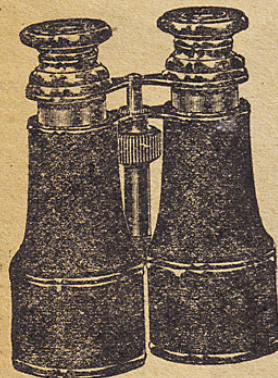
Price complete with morocco pocket case, as shown in illustration.....\$17.60
If by mail, postage extra, 20 cents.

FIELD GLASSES.

We contract every season with the best known and most famous makers of field glasses in Paris and Germany to furnish us with the largest quantity of high grade field glasses ever purchased by any one house. In this way we induce the manufacturers to figure the cost to us on a basis of the actual cost of material and labor. To this price, figured on actual shop cost, we add simply our one small percentage of profit, and as a result we offer in our cheapest field glass at \$3.55, an instrument for which you would pay the ordinary optician from \$8.00 to \$10.00.

REMEMBER You get a valuable PROFIT SHARING CERTIFICATE, enabling you to share in our profit, and get fine goods entirely FREE of cost, as explained on the last pages.

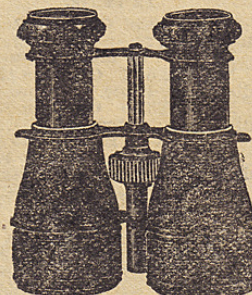
Our \$3.55 Delmar Field Glass.



No. 55E500 For \$3.55 we furnish this Delmar Field Glass fitted with genuine achromatic lenses, bars, draw tubes and trimmings finished in black and body covered in black morocco leather. We offer this Delmar Field Glass as the equal of field glasses sold by retail dealers at prices ranging from \$8.00 to \$10.00. The Delmar Field Glass measures 6 inches high when closed and 7 1/4 inches when extended. The object glasses are 2 1/2 inches in diameter and the weight is 17 ounces. Magnifying power four times.

Price, complete with leather case and strap...\$3.55
If by mail, postage extra, 40 cents.

Tourists' Field Glass for \$6.60.

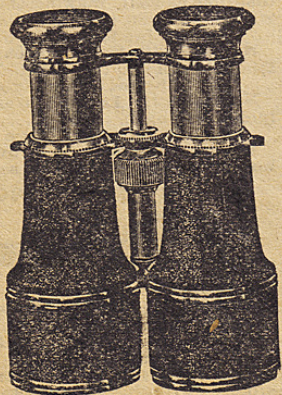


No. 55E525 This is an exceptionally fine field glass, designed especially for tourists or those who expect to carry a field glass to a considerable extent, its small size and light weight making it very desirable. Our high grade tourists' field glass is fitted with the best achromatic lenses, very carefully ground, accurately fitted and adjusted. The finish throughout is extra fine, the trimmings, cross bars and draw tubes are the best quality black enamel, the covering is the best grade of fine morocco leather, and the workmanship throughout is the best. The extra high grade lenses of our Tourist Field Glass are noted for their definition and clearness; the magnifying power is four times. Our Tourist Field Glass measures only 4 inches high when closed and 5 1/2 inches when extended, the draw tubes being extra long in proportion to the size of the instrument. The weight is 16 ounces, and the object glasses are 1 9/16 inches in diameter. Price, complete with case and strap...\$6.60

If by mail, postage extra, 30 cents.

\$6.95 Buys a \$15.00 Field Glass.

No. 55E510 This Field Glass is provided with first quality achromatic lenses, carefully fitted, the draw tubes are finished in dead black and the trimmings are in bright black enamel and nickel plate. This glass possesses higher magnifying power than the Delmar Field Glass, and the lenses are of better quality, thus giving finer definition and greater clearness. Workmanship and materials throughout are first class. Our \$6.95 Field Glass measures 5 1/2 inches high when closed, 7 1/4 inches when extended. The diameter of the object glasses is 2 1/2 inches, the magnifying power is five times and the weight is 22 ounces.



Price, complete with leather case and strap...\$6.95
If by mail, postage extra, 42 cents.

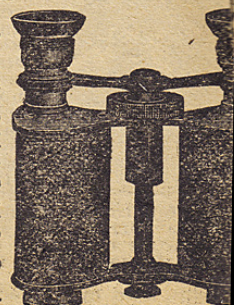
Turner-Reich Prism Binoculars.

The bodies of the Turner-Reich Binoculars are made of aluminum and the working parts are of brass. The bodies are covered with the finest quality pebbled morocco leather and all exposed metal parts are finished in lusterless black. One of the eye piece cells is so made that it may be adjusted to accommodate observers' eyes that are not of the same power, a much commoner defect than is generally supposed and frequently only noticeable when using a high power glass. Focusing is accomplished very easily by the large mill head in the hinge, which actuates a precision screw. The Turner-Reich instruments are adjustable for pupillary distance and provide for any separation of the eyes. An adjustable click may be set at the desired pupillary distance so that the images of both barrels of the instrument may be made coincident by simply turning the barrels until the click springs into position.

No. 55E570 6-Power Turner-Reich Prism Binocular. Linear magnifying power, 6 diameters. (Superficial power 36 times.) Real field of view 6 degrees. Diameter field of view at 1000 yards, 315 feet.
Price, with solid sole leather case and shoulder strap.....\$23.00
If by mail, postage extra, 42 cents.

No. 55E571 8-Power Turner-Reich Prism Binocular. Linear magnifying power, 8 diameters. (Superficial power 64 times.) Real field of view, 4 1/2 degrees. Diameter field of view at 1000 yards, 246 feet.
Price, with solid sole leather case and shoulder strap.....\$28.00
If by mail, postage extra, 42 cents.

No. 55E572 10-Power Turner-Reich Prism Binocular. Magnifying power, 10 diameters. (Superficial power, 100 times.) Real field of view, 3 3/4 degrees. Diameter field of view at 1000 yards, 204 feet.
Price, with solid sole leather case and shoulder strap.....\$33.00
If by mail, postage extra, 42 cents.



Delmar Achromatic Spy Glasses, at \$1.40 to \$2.95.

The Delmar Spy Glasses are fitted with first quality achromatic lenses, accurately fitted. Provided with slide cover for eyepiece and brass cap for front lens. Draw tubes are made from brass tubing, highly burnished. All trimmings are lacquered brass and the bodies covered with fine black morocco leather. Made in sections, thus closing to about one-third their total length.

No. 55E600 Delmar Spy Glass, diameter 10 lignes; length closed, 4 1/2 inches; extended, 13 inches; magnifying power 10 times. Price..... **\$1.40**
 (If by mail, postage extra, 10 cents)..... **1.55**

No. 55E601 Delmar Spy Glass, diameter 12 lignes; length closed, 5 inches; extended, 14 inches; magnifying power 12 times. Price..... **1.98**
 If by mail, postage extra, 12 cents.

No. 55E602 Delmar Spy Glass, diameter 14 lignes; length closed, 6 1/4 inches; extended, 16 1/4 inches; magnifying power 16 times. Price..... **2.95**
 If by mail, postage extra, 16 cents.

No. 55E603 Delmar Spy Glass, diameter 16 lignes; length closed, 8 inches; extended, 22 inches; magnifying power 20 times. Price..... **3.95**
 If by mail, postage extra, 20 cents.

The Delmar Spy Glass, partly extended.

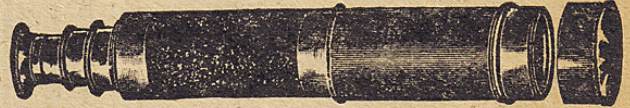


Our Pocket Spy Glass, for \$2.80.

Our Pocket Spy Glass is fitted with extra quality achromatic lenses, the draw tubes are of burnished brass, caps nickel plated, and the body finished with the best morocco leather. Extra fine workmanship and finish throughout. Length when closed, 6 1/4 inches; when extended, 16 1/4 inches; magnifying power, 20 times. Price..... **\$2.80**
 (If by mail, postage extra, 16 cents).....

No. 55E615 The special features of this Spy Glass are the extra quality lenses and the rounded, nickel plated caps fitted to each end. These caps not only enhance the appearance of the instrument, but make it dustproof, thus protecting the lenses and making it very convenient to carry in the pocket.

Partly Extended.



Telescopes with Sunshade, at \$3.95 and \$6.75.

These Telescopes are made by the same maker who furnishes us with the Delmar Spy Glasses and the workmanship and quality throughout is practically the same as in the Delmar instruments, but they are of larger size and are provided with an additional feature known as a sunshade. This consists of a lacquered brass sleeve, which can be extended forward in such a manner as to shade the object glass from the direct rays of sunlight. These instruments are fitted with first quality achromatic lenses, burnished brass draw tubes, lacquered brass trimmings, morocco leather covering, carefully and accurately made and finished throughout.

No. 55E625 Sunshade Telescope, diameter, 19 lignes; length, closed, 10 inches; extended, 30 inches; magnifying power 25 times. Price..... **\$3.95**

No. 55E626 Sunshade Telescope, diameter, 22 lignes; length, closed, 10 1/2 inches; extended, 37 inches; magnifying power 30 times. Price..... **6.75**
 If by mail, postage extra, on No. 55E625, 25 cents; on No. 55E626, 45 cents.

Our XX Black Telescope, \$6.67.

This instrument is suitable for observations of the sun. The spots on the sun, the mountains of the moon, the larger satellites of Jupiter, double stars, and many other interesting features of the heavenly bodies are readily seen with this instrument. The diameter of the object glass is 19 lignes, the length when closed is 10 1/2 inches, when extended, 30 inches. The magnifying power is 25 diameters. Price, complete..... **\$6.67**
 (If by mail, postage extra, 25 cents).....

No. 55E640 The most distinctive feature in the appearance of this splendid instrument is the dead black oxidized finish throughout. All brass parts, draw tubes and trimmings are perfectly black, a finish which is not only pleasing in appearance, but is also permanent and entirely free from liability to tarnish. The body of this instrument is covered with highest grade black morocco leather. Our XX Black Telescope is provided with extra quality achromatic lenses, carefully and accurately fitted, the workmanship and finish throughout is the best that can be produced, and every one is guaranteed to be optically perfect. The eyepiece of our XX Black Telescope is fitted with an adjustable dark glass, thus making it suitable for observations of the sun.

Our XXX Black Telescope, \$8.95.

Our XXX Black Telescope is an exceptionally fine instrument in every respect, well made throughout, material and workmanship best, finely finished, the lenses carefully and accurately adjusted, giving the highest magnifying power and fine definition. This is a splendid instrument for all astronomical or terrestrial observations, and also affords excellent views of the moon and other bodies, showing the sun spots, craters on the moon, Jupiter's satellites, etc. The sliding cover in the eyepiece is fitted with a dark glass for observations of the sun. The magnifying power is 35 diameters. This telescope measures 36 inches long, when fully extended, and 10 1/4 inches long when closed. The diameter of the object glass is 22 lignes (2 inches) and the instrument weighs 32 ounces. It is constructed throughout of brass, the very

best metal known for scientific instruments, and it is finished with fine black lacquer throughout. The draw tubes and trimmings are perfectly black, a finish which is permanent and will never tarnish. This black lacquered finish is much superior to the ordinary highly burnished brass draw tubes furnished with most telescopes. The covering of the body is black pebbled morocco leather. Price, complete, just as shown in illustration..... **\$8.95**

Astronomical Eyepiece, \$4.25.

No. 55E653 This Eyepiece is made for use with our No. 55E652 telescope, for astronomical observations only, and increases the power to 55 diameters. Price..... **\$4.25**

Extra High Grade 25-Ligne Telescope, \$15.90.

This telescope is made with the finest optical glass, very carefully centered and accurately adjusted. They are made to combine to the best possible extent the finest definition and highest magnifying power. This astronomical work this telescope forms an ideal instrument, showing clearly and distinctly the interesting changes and mysterious spots on the surface of the sun, the wonderful mountain ranges and apparently extinct craters of the moon, the wonderful rings of Saturn, the canals on the planet Mars, nebulae, double stars, etc. For observation of the sun a dark glass is mounted in the slide cover of the eyepiece. The magnifying power of this instrument is 55 diameters.

The draw tubes, trimmings, and all exposed metal parts are made with fine gunmetal finish, the very best and most expensive finish known for optical instruments. This telescope is made throughout from brass, but the fine gunmetal finish gives it the appearance of steel, the color being a characteristic glossy steel blue. This fine steel blue gunmetal finish will never tarnish or rust and the draw tubes always work smoothly and easily. The body of the instrument is covered with a fine grade of pebbled morocco leather. This telescope is made with sunshade, a device for protecting the object glass from the direct rays of the sun, adding greatly to the efficiency of the instrument. This sunshade consists of a metal sleeve which can be drawn forward so as to shade the object glass. Instead of a cap it is provided with a hinged metal cover which affords perfect protection to the object glass. The length of this telescope when extended is 41 1/2 inches; when closed, 12 1/4 inches. Weight, 50 ounces. The diameter of the object glass is 25 lignes (2 1/4 inches) and the magnifying power 55 diameters. The high magnifying power, extra quality lenses, fine workmanship and beautiful finish combine to make this telescope a most desirable instrument. Price, complete..... **\$15.90**

Astronomical Eyepiece, \$4.65.

No. 55E658 This Eyepiece is made for use with our No. 55E657 telescope, for astronomical observations only, and increases the power to 80 diameters. Price..... **\$4.65**

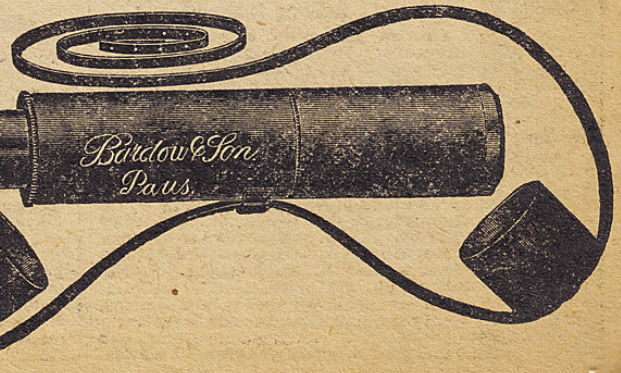
Gun Metal Finish. Magnifying Power 55 Diameters.

No. 55E657 This is the most powerful and the very highest grade telescope that we handle, a much higher grade and much finer instrument than is to be found in the best optical stores in the United States. We import this instrument direct from the maker in Paris, a maker whose specialty is extra high grade goods, who does not make any ordinary quality telescopes at all, but directs his entire attention to the making of extra high grade instruments. The finish of this instrument throughout is finer and better than any other telescope with which it may be compared, still it is not the fine finish and workmanship which constitutes its chief points of superiority. It is the workmanship which makes this instrument so much superior to ordinary telescopes, the lenses being especially ground from the finest optical glass, very carefully centered and accurately adjusted. They are made to combine to the best possible extent the finest definition and highest magnifying power. This astronomical work this telescope forms an ideal instrument, showing clearly and distinctly the interesting changes and mysterious spots on the surface of the sun, the wonderful mountain ranges and apparently extinct craters of the moon, the wonderful rings of Saturn, the canals on the planet Mars, nebulae, double stars, etc. For observation of the sun a dark glass is mounted in the slide cover of the eyepiece. The magnifying power of this instrument is 55 diameters.

Genuine Bardou & Son Rifle Range Telescope for \$16.50.

No. 55E675 The Bardou Rifle Range Telescope represents the highest degree of perfection attained in telescope making. The firm of Bardou & Son, Paris, enjoys the reputation of producing the finest telescopes in the world, and this instrument was especially designed by them for the French government, which desired an extra good glass for military purposes. Both ends of the Bardou Rifle Range Telescope are protected by leather caps, which at the same time afford a means of attaching the shoulder strap for convenience in carrying; the barrels are finished in dead black, a great improvement over the highly burnished brass draws, which soon tarnish. The body of the Bardou Rifle Range Telescope is covered with the best smooth horsehide leather, with black oxidized draw tubes and trimmings, quality horsehide leather caps for each end, and shoulder strap. The Bardou Rifle Range Telescope is fitted with absolutely the best achromatic glass, giving great clearness and fine definition. We guarantee the Bardou Rifle Range Telescope to show a bullet mark at a distance of half a mile, in clear atmosphere. The diameter of the object glass is 22 lignes; the length when closed is 11 inches, when extended, 36 inches. Price, complete..... (If by mail, postage extra, 60c)..... **\$16.50**

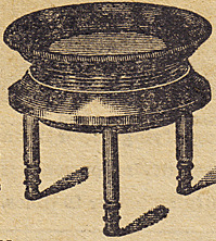
No. 55E676 Astronomical Eyepiece for Bardou Rifle Range Telescope, increasing the power to 80 diameters, thus making it an extra fine instrument for observing the sun, moon and stars. Price..... (If by mail, postage extra, 10 cents)..... **\$2.70**



MAGNIFIERS.

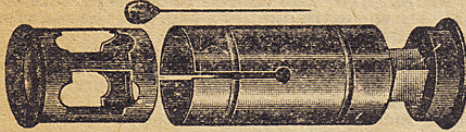
Tripod Microscope.

No. 55E710 Tripod Microscope, adapted to a variety of uses where a short focus and high magnifying power is desirable. Adjustable focus, extra high grade lens, strong, heavy brass mountings, with fine lacquered finish. The best tripod microscope made.



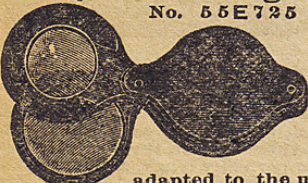
Price.....30c
If by mail, postage extra, 6 cents.

Combination Microscope.



No. 55E719 Combination Microscope with lacquered brass case, 2 inches in length, has two lenses, one of very high power, the other of medium power; is especially adapted for the pocket. Price, including one insect holder. (Postage extra, 5 cents)....18c

Prospectors' Magnifying Glass.

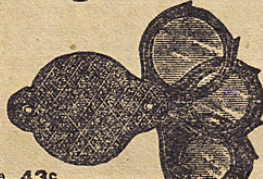


No. 55E725 Prospectors' Magnifying Glass, heavy, well finished hard rubber case, two lenses, 1 inch and 1/4 inches in diameter, of high magnifying power. Strong and durable. Especially adapted to the use of mineral prospectors, being designed by a mining expert of long experience and made expressly for us by one of the best optical manufacturers in the world. Price, \$1.95

If by mail, postage extra, 5 cents.

Triple Lens Magnifiers.

These are the most powerful instruments made in this style of construction, having three extra fine quality magnifying glasses, which can be used separately or all together, as desired, thus giving a range of power. The three lenses used together form an extra powerful magnifier. Mounted in finely finished rubber cases.



No. 55E746 Diameter of lenses, 1/2, 3/8 and 1/4 inch. Price. 43c
By mail, postage extra, 2 cents.
No. 55E747 Diameter of lenses, 3/4 and 1/2 inch. Price.....57c
By mail, postage extra, 2 cents.
No. 55E748 Diameter of lenses, 1/2, 3/8 and 1/4 inch. Price.....72c
By mail, postage extra, 4 cents.

FOLDING CODDINGTONS.



These Coddington Magnifiers are made with folding metal cases, nickel plated, making them very convenient for carrying in the pocket. They are fitted with very fine double achromatic lenses of high power.

No. 55E781 Diameter, 3/4 inch. Price.....50.75
If by mail, postage extra, 3 cents.
No. 55E782 Diameter, 1 inch. Price..... 1.00
If by mail, postage extra, 5 cents.
No. 55E783 Diameter, 1 1/4 inches. Price..... 1.25
If by mail, postage extra, 5 cents.
No. 55E784 Diameter, 1 3/4 inches. Price..... 1.40
If by mail, postage extra, 8 cents.

Gem Microscope, \$1.75.

No. 55E805 This little instrument is designed especially for beginners in this fascinating study, and its simplicity, compact form and low price make it a very popular style. It is substantially made of brass throughout, stands 6 inches high, has one eyepiece and one objective giving magnifying power of 20 diameters. Beneath the stage a mirror is provided for illumination of transparent objects. The Gem Microscope has sufficient power to render the minute objects in mineral, animal and vegetable life distinctly visible and will prove a source of enjoyment and profitable instruction. Price, complete in polished wood case.....\$1.75
If by mail, postage extra, 14 cents.



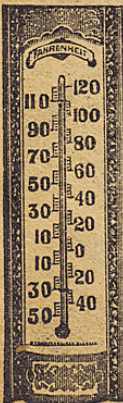
THERMOMETERS.

Distance Reading Thermometers.

In the Distance Reading Thermometers the scale and figures are large and very distinct, the tube magnifies the column of red spirit, and the temperature is therefore easily read at a distance of from 15 to 25 feet. They are very convenient and present a handsome appearance.

No. 55E914 Distance Reading Thermometer, enameled metal case, large black figures, red spirit tube, 7 1/2 inches long. Price.....12c
If by mail, postage extra, 6 cents.

No. 55E915 Distance Reading Thermometer, same style as No. 55E914, but 2 1/4 inches wide by 9 1/2 long, with extra large and plain figures, easily read at a distance of 25 feet. Price.....15c
If by mail, postage extra, 11 cents.



Tin Case Outdoor Thermometers.

No. 55E905 Japanned Tin Case Thermometer, ordinary grade, black figures on light metal scale; mercury tube. Length, 8 inches. Price.....10c
If by mail, postage extra 7 cents.

No. 55E908 Japanned Tin Case Thermometer, good quality, heavier, better made and more accurate than the preceding style; seasoned tubes of standard size, mercury only; good reliable thermometer for ordinary use. Length, 8 inches. Price.....19c
If by mail, postage extra, 8 cents.

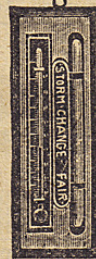
No. 55E911 Japanned Tin Case Thermometer, best grade made, white figures and graduations upon black oxidized scale, thoroughly seasoned tubes of large size, good material and workmanship throughout, and guaranteed absolutely accurate; mercury only. Length, 8 inches. Retailers everywhere at \$1.00. Price.....58c
If by mail, postage extra, 10 cents.

No. 55E913 Japanned Tin Case Thermometer, with red spirit tubes, graduated to 50 or 60 degrees below zero. Carefully tested for accuracy and is perfectly reliable. Length, 12 inches. Price.....39c
If by mail, postage extra, 13 cents.



Storm Glass Thermometers.

No. 55E930 The Old Original Poole's Barometer, a combined storm glass and thermometer, mounted upon varnished wood case, 3 inches wide by 9 inches long. This storm glass foretells the weather with a fair degree of accuracy for 24 hours in advance, and the thermometer shows correct temperature. Price.....16c
If by mail, postage extra, 12 cents.



No. 55E932 Antique Oak Storm Glass and Thermometer combined, mounted upon carved oak back with fancy beaded edge, black oxidized metal scale to thermometer with brass mountings, extra large storm glass with etched lettering. A reliable and handsome instrument. Price.....58c
If by mail, postage extra, 17c.



No. 55E934 Copper Case Storm Glass and Thermometer, case made of polished copper, silvered metal scale, high grade thermometer with standard size tube, mercury. A very serviceable instrument for outdoor use. Price.....40c
Postage extra, 14 cents.

Fever Thermometers.



Clinical or fever thermometers are used, as the name implies, for taking the temperature in cases of sickness. No family should be without a good fever thermometer, and we handle only the highest grade, as a cheap or inaccurate instrument is worse than useless.

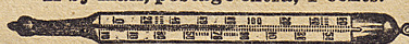
No. 55E940 Fever Thermometer, 4 inches long, magnifying tube, self registering, in hard rubber case, very accurate and guaranteed. A certificate of accuracy given with each one. Price.....78c
If by mail, postage extra, 3 cents.

No. 55E942 Fever Thermometer, 4 inches long, self registering, in hard rubber case, magnifying tube, very carefully tested and guaranteed, registers in one minute. Each thermometer accompanied by certificate of accuracy. Price.....98c
If by mail, postage extra, 3 cents.

No. 55E944 Fever Thermometer, 4 inches long, self registering; in black enameled case with gold trimmings, chain and clasp; cannot be lost out of pocket; magnifying tube; very carefully tested and certificate of accuracy with each one. Price.....89c
If by mail, postage extra, 3 cents.

Dairy Thermometers.

No. 55E950 Churn Thermometer, with flange scale, tested at 62 degrees, for churning. Price.....8c
If by mail, postage extra, 4 cents.



No. 55E957 All Glass Dairy Thermometer. New easy reading style, made with extra large plain figures, special red lettering at scalding, cheese, churning and freezing points. Red spirit column, easy to see. Bulb weighted with shot, stands upright in cream. Very accurate. Price.....13c
If by mail, postage extra, 5 cents.

Incubator Thermometers.

No. 55E960 Dairy Thermometer, all glass thermometer floats in the cream in upright position with entire scale exposed to view. Scale is graduated and very accurate. Red spirit, making it very easy to read. Price.. (If by mail, postage extra, 11 cents)

No. 55E965 Incubator Thermometer, extra large bulb and tube, very sensitive, white graduations on black oxidized metal plate. Absolutely accurate; 6 inches long. Price.....42c
If by mail, postage extra, 6 cents.

No. 55E966 Incubator Thermometer, same style and grade as No. 55E965, but 4 1/2 inches long. Price.....37c
If by mail, postage extra, 6 cents.

No. 55E967 Incubator Thermometer, same quality as preceding styles, but triangular in shape, will stand upright among the eggs with scale showing plainly. Price.....45c
If by mail, postage extra, 8 cents.

Hydrometers.

No. 55E977 Hydrometers, for testing gravity of liquids, eleven kinds as follows: Alkalis, ammonia, coal oil, gasoline, salt, sirup, vinegar, liquids lighter than water, 1 heavier than water. State kind wanted. Price, any style.....
If by mail, postage extra, 5 cents.



POCKET COMPASSES

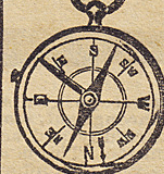
Watch Style, 18 Cents.

No. 55E1010 Pocket Compass, watch style, open face, bevel edge glass, paper dial, brass case. Diameter, 1 1/4 inches. Price.....18c
If by mail, postage extra, 3 cents.



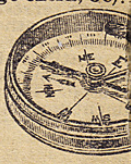
Good Compass for 43 Cents

No. 55E1015 This Watch Pocket Compass is made with silvered metal dial, protected heavy beveled glass, steel brass case, and provided sliding stop. Diameter, 1 1/4 inches. Price.....43c
By mail, postage extra, 3c.



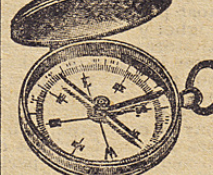
Jeweled Compass, 72 Cents.

No. 55E1020 This fine Pocket Compass has strong brass case with cap cover, heavy beveled glass, silvered metal dial, with full circle divisions, sliding stop and jeweled cap to needle. Diameter, 1 1/4 inches. A good compass at a very low price. Price.....72c
If by mail, postage extra, 4 cents.



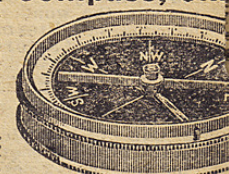
Jeweled Compass, 95 Cent

No. 55E1030 Our Watch Style Jeweled Pocket Compass is made with fine, fish strong brass case, hinged cover, heavy beveled glass, silvered dial with full circle divisions and sliding stop. Needle is very sensitive, mounted with jeweled tip. Diameter, 2 inches. A compass that will last a long time and give perfect satisfaction under any conditions. Price.....95c
If by mail, postage extra, 5 cents.



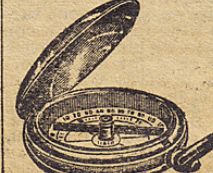
Fine Jeweled Compass, \$1.75

No. 55E1033 An extra high grade pocket compass, made throughout in the most careful and accurate way. Strongly made lacquered brass case, 2 1/2 inches in diameter, with cap cover, extra heavy beveled glass, automatic stop and best grade jewel mounted English brass needle. Bottom of compass is oxidized in black, with white lettering, and the full circle divisions are engraved on a silvered metal raised to level of needle. Price.....\$1.75
If by mail, postage extra, 10 cents.



High Grade Compass, \$1.90

No. 55E1050 This is the finest compact compass, very convenient for carrying in the pocket. Made like a watch with plated dustproof case, hinged cover, opened by a stem, best jewel mounted brass needle, automatic stop and heavy beveled glass. Circle divisions are engraved on silvered metal dial, raised to level of needle. Diameter, 2 inches. Price.....\$1.90
If by mail, postage extra, 10 cents.



A BUGGY FOR NOTHING HOW TO GET IT

Save your Profit Sharing Certificates (you get one with each purchase over \$1.00), and you will quickly get enough certificates to entitle you to the beautiful buggy we give free, as explained on the last pages.

Department of STEREOSCOPES and STEREOSCOPIC VIEWS

Greatly enlarged for this season, very much improved and strengthened, with new and additional features never before offered by us, and not presented by any other concern. A department of wonderful interest to everyone.

ASK YOUR CAREFUL ATTENTION to the following pages of this department, for we believe that there are no other pages in the catalogue that offer greater advantage, greater interest, or more value for the money asked, than these pages of stereoscopes and stereoscopic views.

LEAD THE WORLD in stereoscopes and stereoscopic views. Our sales in this department have shown phenomenal growth, enabling us to strengthen our line and to give so much more in value for the price, that we have no competition whatever in this department. In what you will find others who attempt to catalogue this interesting line of hand-made, offer you for the same amount of money, only about one-half in what we do, and in addition, the views and scopes offered by others are

in no way equal to ours, as a comparison would very quickly demonstrate. Be sure to read, on the following pages, the clear explanation of what a stereoscopic view and a stereoscope really are, and be sure to read about our new Educational Series of Views.

ABOUT POSTAGE, EXPRESS OR FREIGHT on stereoscopic views. If sent by mail, the postage on one set of one hundred views and stereoscope is 44 cents, or on the views alone, 24 cents. If more than one outfit is ordered, it is cheaper to ship by express, and to most points within 500 miles of Chicago, it is cheaper to ship even one outfit by express. If you include with your order for views goods from other departments sufficient to make a freight shipment, the cost of transportation on the views will be so small that it is not worth considering.

A GOOD STEREOSCOPE FOR 12 CENTS.



No. 55E1305 This Stereoscope is made with hardwood frame, wood screw handle, small but first quality lenses, and the hood is made from pressed strawboard, stained and var-

ished in imitation of rosewood. Price, per gross, \$15.90; per dozen, \$1.38; each, 12c. If by mail, postage extra, each, 18 cents.

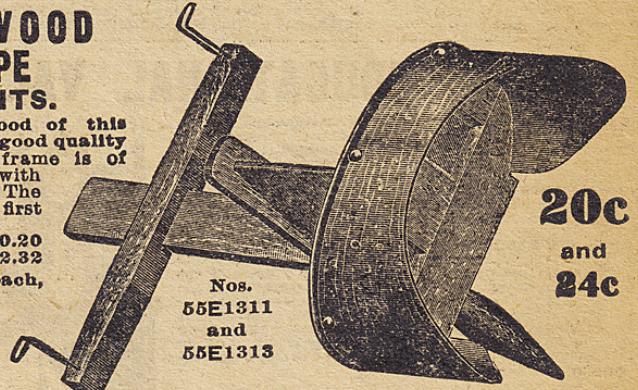
OUR BIRCHWOOD STEREOSCOPE FOR 20 CENTS.

No. 55E1311 The hood of this stereoscope is made from a good quality of birchwood. The frame is of birchwood and it is fitted with a patent folding handle. The lenses are small but of first quality.

Price, each, \$0.20
Per dozen, 2.32
If by mail, postage extra, each, 20 cents.

No. 55E1313 This stereoscope is made with birchwood hood, birchwood frame and folding handle, same as our No. 55E1311, but has first quality medium sized lenses, instead of small lenses.

Price, per dozen, \$2.75; each, 20c. (If by mail, postage extra, each, 20 cents).....24c



Nos. 55E1311 and 55E1313

20c and 24c

OUR SPECIAL ALUMINUM STEREOSCOPE FOR 49c

VARNISHED CHERRY FRAME, ENGRAVED ALUMINUM HOOD, PATENT LENS LOCKS.



No. 55E1319 This Elegant Stereoscope is made with fine aluminum hood, beautifully engraved and bound with dark red velvet. The frame is of cherry wood, carefully finished and varnished, with patent folding handle. The lenses are extra quality, of good size, carefully ground from the highest grade of fine glass, accurately adjusted and firmly held in place by latest patented aluminum lock. Our Special Aluminum Stereoscope is a universal favorite with canvassers, and that the elegant appearance and sterling good qualities which it possesses make it a very ready seller. The very low price which we quote on this stereoscope is made possible only by the fact that we have contracted for the largest quantity of high grade stereoscopes ever handled by any one dealer and have thus been enabled to reduce the manufacturing cost to the lowest possible figure. Price, per dozen, \$5.64; each, 49c. If by mail, postage extra, each, 25 cents.

OUR LARGE LENS WALNUT STEREOSCOPE FOR 60c



No. 55E1324 This stereoscope is made from solid black walnut throughout, varnished walnut hood, brass trimmings and patent folding handle. The lenses in this walnut stereoscope are extra large, the very highest grade stereoscopic lenses made, specially ground from the best clear optical glass and accurately adjusted. Best workmanship and carefully selected materials throughout; an extra good stereoscope.

Price, per dozen, \$6.95; each, 60c. If by mail, postage extra, each, 20 cents.

STEREO-GRAPHOSCOPES

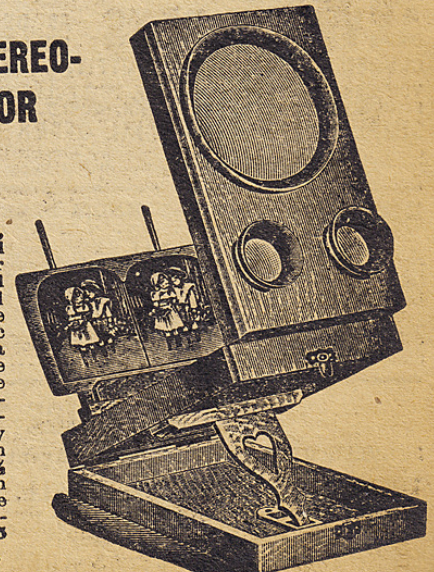


32c

No. 55E1335 Stereo-Graphoscope, cherry frame, varnished cherry hood, brass trimmings and wood screw handle. Medium size lenses of best quality. Price, per dozen, \$3.76; each, 32c. If by mail, postage extra, each, 25 cents.
No. 55E1336 Stereo-Graphoscope, cherry frame, varnished mahogany brass trimmings and patent folding handle. Best grade lenses of large size. First class instrument throughout. Price, per dozen, \$5.06; each, 43c. If by mail, postage extra, each, 25 cents.
No. 55E1337 Our Best Stereo-Graphoscope, made with oiled cherry frame, varnished mahogany hood, all trimmings nickel plated and highly polished, patent folding handle, first quality materials and best workmanship throughout. Large lenses of very highest quality. Price, per dozen, \$6.32; each, 58c. If by mail, postage extra, each, 25 cents.

OUR IMPORTED STEREO-GRAPHOSCOPE FOR \$2.75

No. 55E1345 This instrument, a combination stereoscope and graphoscope, is designed for both stereoscopic pictures and single photographs, being fitted with a pair of very high grade specially ground stereoscopic lenses for the former and with a large double convex graphoscope lens, 4 inches in diameter, for the single pictures. Made from polished mahogany, very finely finished throughout, folds compactly when not in use, measuring when closed only 8 1/2 inches long by 5 1/2 inches wide by 2 1/2 inches deep. An ornament to any parlor, and the source of great interest and amusement. Price, complete, \$2.75. If by mail, postage extra, each, 35 cents.



OUR EDUCATIONAL SERIES COLORED STEREOSCOPIC VIEWS

WHAT IS A STEREOSCOPIC VIEW?

AT FIRST THOUGHT a stereoscopic view seems to be simply a double photograph, two photographs mounted side by side on one card. Apparently the two photographs are just alike, but in reality there is a wonderful difference in these two pictures, these two photographs that form the stereoscopic view, and the whole secret of the superiority of a stereoscopic picture over any other form of photograph lies in this fact—that the two pictures are not exactly alike.

STEREOSCOPIC VIEWS ARE MADE WITH A DOUBLE CAMERA, a special camera fitted with two lenses, which makes two simultaneous pictures of the same subject side by side on the same plate, these two pictures differing from each other, because the two lenses are about three inches apart, and therefore the picture which one lens makes is from a slightly different view point than the picture made by the other lens. One lens sees, or takes, a little more of the right hand side of the subject, the other lens a little more of the left hand side. When these two pictures are combined by the prismatic lenses of the stereoscope, we get that wonderful stereoscopic effect, that effect of reality, of distance, of perspective and of relief which has puzzled the scientists and excited the admiration of everyone since the day

of the discovery of the stereoscope by Prof. Wheatstone and Sir David Brewster, away in the first half of the 19th century.

THE STEREOSCOPE IS AN OPTICAL INSTRUMENT for viewing stereoscopic pictures. provided with two powerful prismatic magnifying lenses. When the stereoscopic view is looked at through the stereoscope the prismatic lenses of the instrument combine the two pictures into one and at the same time cause a wonderful transformation in the appearance of the view. The two ordinary looking photographs, the two pictures, apparently just become, when seen through the stereoscope, a single picture, life size, with everything set out in relief, just exactly as though you were looking at the object itself instead of a picture. **SEEN THROUGH THE STEREOSCOPE**, the stereoscopic view brings the scene directly before us in a way which seems almost like magic, so wonderful is the effect of distance, depth and solidity. Seen first time, the marvelous detail, the appearance of natural size, the natural perspective, the figures springing up in the foreground as distinct and real as if alive, has an almost

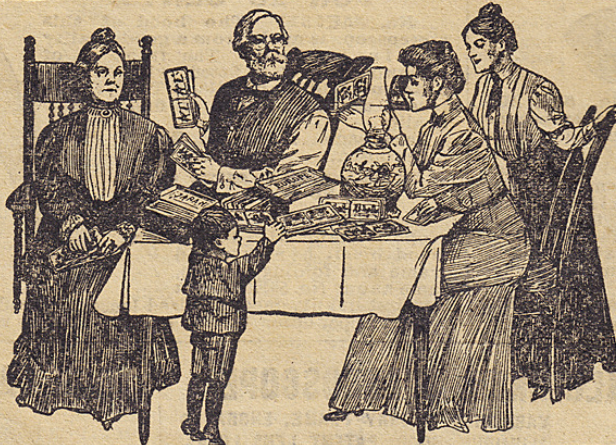
THE EDUCATIONAL VALUE OF OUR STEREOSCOPIC VIEWS.

A SMALL COLLECTION of stereoscopic views, matter of any kind, or simply with the name of the view printed at the bottom, may be interesting for a time. The pictures may be beautiful and may prove a source of amusement, but to be of real value, to be of lasting interest, every stereoscopic view should be accompanied by a complete, accurate and carefully written description.

FOR EXAMPLE, we may select at random from our series of one hundred World Views a stereoscopic picture showing the interior of the Coliseum at Rome. Seen through the stereoscope this is a beautiful picture. As we look at it we seem to be actually in Rome, looking at this most famous of ancient Roman buildings, but no matter how perfect this picture may be, no matter how natural in appearance it is, no matter how true an idea it gives us of the exact appearance of the Coliseum,

OUR INTEREST IS VERY GREATLY INCREASED AND THE PICTURE ASSUMES A NEW AND GREATER VALUE

when we turn it over and read on the back that the Coliseum is the largest and most magnificent stone amphitheater ever built, that its erection was commenced by Vespasian, A. D. 72, that it was opened during the reign of Titus, but not completed until the time of Domitian, that 12,000 captive Jews were the workmen and



that the Christian martyr Gaudentius was the architect of this wonderful amphitheater was used for gladiatorial combats and fights of slaves and Christians with beasts; that St. Ignatius was the first martyr there here devoured by lions, and that a cross in the wall now marks the spot where the early Christians were martyred. We read that outwardly the building shows four columns, on which the arches of each story rest. We learn that five elliptic, massive walls carried spectators in the interior, and we learn of the marvelous ingenuity in the arrangement of the passageways through which the multitudes reached the 87,000 seats. We learn how the name Coliseum is derived from the word Colosseo, that it was first used in the eighth century and probably derived from the colossal statue of Apollo-Nero, located near by.

WITH THIS FUND OF INFORMATION BEFORE US, the picture takes on new interest, when you remember that each view is one of the 900 views, constituting our great Educational Series, comes with full and complete description, some idea of the genuine and lasting value of this series of views may be gained.

REMEMBER, you get a **PROFIT SHARING** certificate with every purchase of \$1.00, and can soon get something very valuable for **FREE**, as explained on the last pages.

WHY WE CAN SELL THESE VIEWS AT 85 CENTS PER HUNDRED

MANY WHO HAVE BEEN ACCUSTOMED to buying the old style, plain, uncolored stereoscopic views, without descriptive matter, from agents, paying \$2.00 per dozen for them (which is at the rate of \$16.67 per hundred), may feel inclined to doubt or question the quality of our Educational Series of colored stereoscopic views when we offer them at this heretofore unheard of price, 85 cents per hundred.

OUR ABILITY TO SELL these colored stereoscopic views at the price quoted in this catalogue is due: First—to our new color process for making these views, a process which we ourselves originated (and which our competitors are now unsuccessfully trying to imitate). Secondly—to our ability to sell greater quantities of views than any other publisher, this immense quantity enabling us to still further reduce the cost of production. Third—to our method of selling the views direct to our customers, without any commissions to agents, without any dealers' profits, without any advertising expense, and with only our one small percentage of profit added to the actual cost, the same method we use in selling the most staple merchandise.

BRIEFLY, THIS ASTONISHINGLY LOW PRICE on views is made possible, first, by our new method of marketing, second, by the immense number we make; third, by our economical method of marketing. **OUR GUARANTEE**, as described on this and the three following pages, to be as represented in every respect, genuine stereoscopic views with the most perfect stereoscopic effect, all made in natural colors, with accurate and interesting descriptions.

EACH AND EVERY ORDER which we receive for these Educational Views is immediately filled and filled with the binding agreement that we do not prove entirely satisfactory, in every respect, exactly as represented, as good as any other stereoscopic views that you have ever seen, regardless of price, they returned to us at our expense, charges collect, and we will refund to you not only the amount which you paid us for the views, but also any transportation charges you may have incurred.

\$3.95 BUYS 500 COLORED VIEWS.

SPECIAL OFFER No. 55E1340.

WE ARE MAKING THIS SPECIAL OFFER, 500 Educational Series Colored Stereoscopic Views without stereoscope for \$3.95, because we find that most of our customers want several sets of these famous views. We find that comparatively few of our customers are content with only one set, and of course, we can, when selling these views in lots of five sets at this time, save a portion of the handling expense, and this saving we extend to you in the shape of this special reduced price for five sets, taken at one time.

THE EDUCATIONAL VALUE of our immense series of colored stereoscopic views can hardly be overestimated. Each and every one of these views has, printed on the back, a complete description of the scene. We have gone to great expense in preparing this descriptive matter, employing the ablest writers, making the most thorough investigation of each and every subject, and in the descriptions we have embodied all of the most important, and the most interesting information.

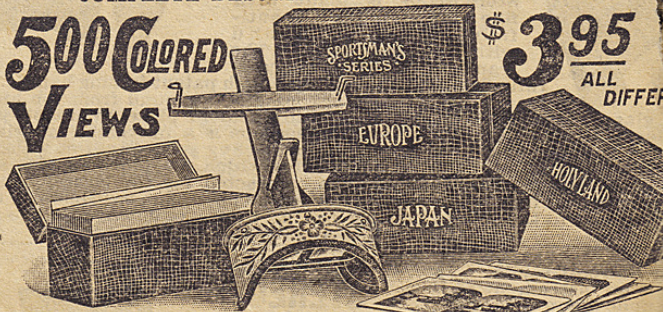
ANY FIVE SETS, AS DESCRIBED ON THE THREE FOLLOWING PAGES, CAN BE INCLUDED IN THIS SPECIAL OUTFIT, WITHOUT THE STEREOSCOPE, AT \$3.95

YOU CAN SELECT ANY FIVE OF THE FOLLOWING SETS: COMIC, EUROPEAN, HUNTING AND FISHING, RUSSIAN-JAPANESE WAR, WORLD, ST. LOUIS FAIR, JAPAN, AMERICA OR HOLY LAND.

SIMPLY MENTION SPECIAL OFFER No. 55E1340.

Enclose our special price, \$3.95, state the names of the five sets that you prefer, and the big outfit will go to you with the distinct understanding and agreement that if the views are not entirely satisfactory, if they come up to your expectations in every respect, if they are not better than any stereoscopic views you have ever seen, the entire outfit may be returned to us at our expense, and we will refund your money, including all transportation charges. Shipping weight, 16 pounds.

OUR FAMOUS EDUCATIONAL SERIES COMPLETE DESCRIPTION WITH EVERY VIEW.



500 VIEWS AND ALUMINUM STEREOSCOPE \$4.35

Special Offer No. 55E1341. The same big outfit described above, 500 Educational Series Colored Stereoscopic Views, your own selection of sets, any five sets which you may select from the three following pages, and in addition our extra high grade Engraved Aluminum Stereoscope, made with patent lens locks, fancy engraved aluminum hood with velvet bound edges, and large extra quality lenses. The complete outfit, five big sets of views, 500 subjects, all different, with complete descriptions of each and every subject, and stereoscope. Shipping weight, 18 pounds. Price \$4.35

STILL BETTER—900 VIEWS FOR \$6.98

Special Offer No. 55E1342. Our complete line of Colored Stereoscopic Views, the great Educational Series, every one of our Comic, European, Hunting, Port Arthur, World, Exposition, Japan, American and Palestine Views, each set put up in a fine, hinged cover, imitation leather, gold lettered box, just as described on the three following pages, 900 beautiful pictures, all different, each and every one with complete descriptive matter, the entire outfit, without stereoscope, for \$6.98. Shipping weight, 24 pounds.

900 VIEWS AND ALUMINUM STEREOSCOPE, \$7.98

Special Offer No. 55E1343. 900 complete, just as described under Special Offer No. 55E1342, and in addition our highest quality aluminum stereoscope, the same stereoscope we include under Special Offer No. 55E1341, complete, views and stereoscope. Price \$7.98. Shipping weight, 26 pounds.

SPECIAL PRICE TO AGENTS, \$9.30 PER DOZEN SETS. A BIG MONEY MAKER.

SPECIAL OFFER No. 55E1344. Agents all over the United States are buying our Colored Educational Views from us, and making big money

THESE VIEWS ARE EASY TO SELL. Everywhere people have been accustomed to paying agents \$2.00 per dozen for these ordinary, old style, plain uncolored stereoscopic views, and they jump at a chance to buy these new Educational Colored views at \$2.00 or \$3.00 per hundred, which means an average profit for the agent of 20 per cent on his investment.

IF YOU WISH TO ACT AS AGENT for these goods, buying them in lots of not less than one dozen sets at one time, just simply order as many of the views as you think you can handle to advantage, en-

close our special price, \$9.30 per dozen sets, and we will make shipment with the understanding that if you do not find them easy to sell, if you have any difficulty whatever in disposing of them at a handsome margin of profit to yourself, you can return any that you have left and we will refund your money without question.

OUR SPECIAL PRICE for the new Educational Series Colored Stereoscopic Views, as described on the three following pages, each set of 100 put up in a handsome hinged cover imitation leather box, each view with full descriptive matter. Shipping weight, 33 pounds per dozen sets. Price, per dozen sets, \$9.30

FUN, LAUGHTER AND AMUSEMENT WITH THE STEREOSCOPE.

100 COLORED VIEWS
COMIC SERIES
85¢

THIS SPLENDID SET OF PICTURES consists of one hundred exquisitely colored stereoscopic pictures, made by our new secret color process which enables us to reproduce with photographic fidelity in all their natural colors, these genuine photographic views, and enables us to sell them at one-tenth the actual cost of stereoscopic views made by the old process.

THESE 100 PICTURES are all photographed from life. There are no copies of paintings or drawings, but every picture is made with a camera direct from life. The coloring in these comic views is exceptionally good and our new process has enabled us to bring out the details and present the subjects in the most realistically lifelike manner. Great care has been exercised in selecting the subjects for this set, so that only unusually good views are included. There is not a vulgar picture in the entire set, not a picture to which the most refined could possibly object, but at the same time every picture in the set is interesting, and they will be looked at over and over again, forming a never failing source of pleasure and relaxation.

ON THE BACK of every picture is printed a complete description, an appropriate joke, an apt quotation, or some pleasing allusion to the subject, giving each picture a double interest.

EVERYBODY LIKES A GOOD LAUGH, and every picture in this big set is good for one big, hearty laugh. Laughable hugging and kissing scenes, humorous scenes of domestic tribulations, amusing bathing scenes, photographs of children engaged in childish occupations—funny, entertaining and laughable pictures. They will amuse you and help to entertain your friends.

**COMPLETE OUTFIT,
 STEREOSCOPE
 AND 100 PICTURES**

All Different,

95c

Appropriate reading matter with each view.

No. 55E1346 Comic Views. Complete set, 100 views, all different, with reading matter, in hinged cover imitation leather box. Price, with stereoscope, 95c. Price, without stereoscope, 85c.

Be sure to state whether you want stereoscope. **NOTE**—The stereoscope which we furnish in this outfit and in the outfits described on the next two pages is made with hardwood frame, wood screw handle, fair quality lenses and varnished pressed board hood. While it is not the best stereoscope made, it is a very serviceable instrument, and, if you prefer one of our highest grade stereoscopes, you can order this set of views alone at 85 cents and make your own selection of stereoscope from page 351.

See our special reduced price offers, page 352. For cost of postage, express or freight charges, see page 351.

EUROPE SEEN THROUGH THE STEREOSCOPE. WITH SIDE TRIPS TO EGYPT, TO ALGERIA AND THE MADEIRA ISLANDS.

When we were asked which of all our sets of stereoscopic views presented pictures of greatest interest, we should say that this collection of one hundred colored stereoscopic views, descriptive of a trip through Europe is perhaps the most interesting. **PICTURES FROM GERMANY,** from France, from Norway and Sweden, Switzerland, from Russia, from Sicily, from Monaco, from Egypt, from Algeria and the Madeira Islands are all included in this magnificent set of pictures.

It includes the most famous cities of Europe, scenes in the parks and gardens, along the beautiful and historic Rhine, pictures of castles and palaces, pictures of cathedrals and churches, busy market scenes in these old world cities and beautiful harbor views.

It includes magnificent mountain scenery in Switzerland among the glaciers and the beautiful rain lakes in the Bavarian Alps.

PICTURES OF ART GALLERIES and museums, pictures of fountains and monuments, beautiful views in Venice, pictures of canals and gondolas, wonderfully interesting scenes in Pompeii and views of St. Peter's, lively scenes on the Paris Boulevards, in the streets of London, Berlin and St. Petersburg.

It includes wonderfully interesting pictures of famous ruins in Greece and in Italy, the Parthenon at Acropolis and the Coliseum. Pictures of all kinds of interesting points from the snowy mountains in Norway and Sweden, to the Sphinx and the Pyramids in Egypt.

CITIES IN PARIS, in London, in Berlin, in St. Petersburg, in Rome, in Christiania, in Tivoli, in Monte Carlo, in Cairo, in Athens, in Venice, in Florence, in Pavia, in Pompeii, in Stockholm, in Nice, in Palermo, in Algiers, in Lucerne, in Naples, in Alexandria, in Dresden, in Malta, in Moscow, in Warsaw and in many other famous and interesting cities of Europe and Northern Africa, are all included in this unequalled set of European views.

COMPLETE DESCRIPTION of each and every one of these European views is printed on the back of the card, and these descriptions, which have been prepared with great care, of the utmost educational value, and, if made into book form, would alone be well worth the price of the complete set.

55E1347 European Views, Educational Series. Complete set, 100 views, all different, with full descriptions, each view, in fine hinged cover imitation leather box, with stereoscope, 95c. Price, without stereoscope, 85c.

Be sure to state whether you want stereoscope. See under Comic Series above, regarding stereoscope. Our special reduced price offers, page 352. For cost of postage, express or freight charges, see note on page 351.

**COMPLETE OUTFIT,
 STEREOSCOPE
 AND 100 PICTURES**

All Different,

95c

Educational Series, with Complete Descriptions.

100 COLORED VIEWS
EUROPE 85¢

HUNTING, FISHING, CAMPING AND INDIAN LIFE SERIES.

100 COLORED VIEWS
HUNTING FISHING
CAMPING
85¢

EVERY LOVER OF THE ROD AND GUN, every lover of the woods and streams, everyone who has ever caught a fish or shot a duck, everyone who delights in wholesome outdoor sports will enjoy this magnificent series of pictures.

Incidents in big game hunting, the buffalo, the elk, the antelope, the black bear, the prong horn and the black tail deer, actual photographs of deer, bears, prairie chickens, ducks taken in their native haunts under natural conditions, pictures of the greatest interest to every hunter and to every woodsman.

EXCITING FISHING PICTURES, struggles with the gamey black bass and the wary trout, still fishing with cane pole and bobber in the good old fashioned way, and fly casting with the latest split bamboo rod, silken line and light running reel.

Picture of trout fishermen wading the mountain streams, black bass fishermen displaying their skill as bait casters, pictures of lucky catches, pictures in the deep pools and pictures in the rapids. Pictures of camps in the pine woods, in the mountains and on the plains, pictures of hunters bringing in their game at the close of a hard day's work, pictures around the camp fire, pictures of the dogs, of the ponies of the hunters and of the fishermen.

These pictures will bring back memories of pleasant days in the woods, on the marshes, or along the shady streams. They will revive the memories of dead camp fires and anticipate the pleasures of days to come.

Remember, every one of these hunting, fishing, camping and Indian pictures are photographed direct from life and reproduced by our new and wonderful secret color process.

A SPLENDID SERIES OF INDIAN PICTURES is included in this set. Pictures of the Chippewas, the Sioux and the Black Feet Indians, showing their camps, their native costumes, their canoes, their ponies, their tepees and many of their curious and interesting customs. Fine portraits in full Indian dress of many famous Indian chiefs, including Gray Eagle, Chief Black Hawk, Ja Ka Nahnam and Mazacasauiwin, pictures of cowboys and cattle and many interesting scenes on the great western frontier.

ON THE BACK OF EACH PICTURE is printed an accurate description of the view, and these descriptions constitute a fund of information on hunting, fishing and camping that doubles the value of this set.

**COMPLETE OUTFIT,
 STEREOSCOPE
 AND 100 PICTURES**

All Different,

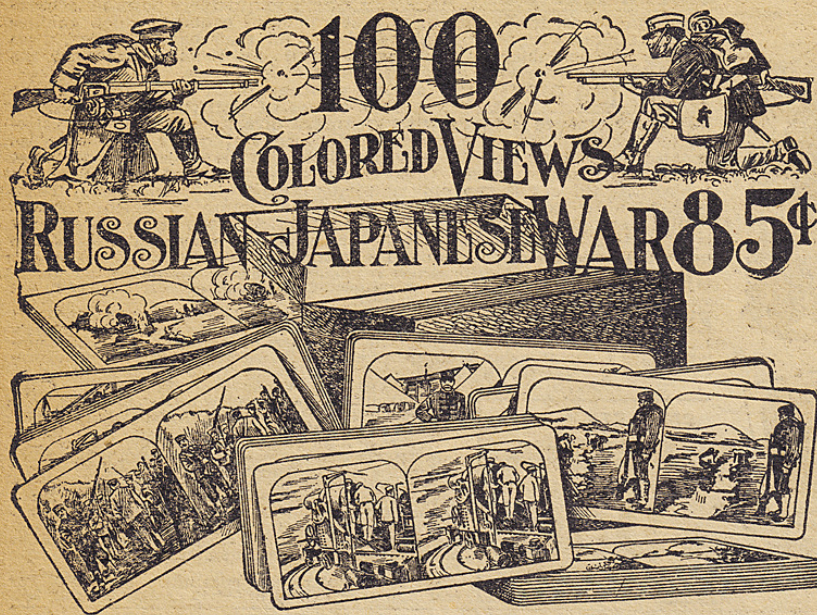
95c

Educational Series, with Complete Descriptions.

No. 55E1348 Hunting, Fishing, Camping and Indian Life Views, Educational Series. Complete set, 100 views, all different, with full descriptions of each view, in fine hinged cover imitation leather box. Price, with stereoscope, 95c. Price, without stereoscope, 85c.

Be sure to state whether you want stereoscope. See note under Comic Series above, regarding stereoscope. Our special reduced price offers, page 352. For cost of postage, express or freight charges, see note on page 351.

INCIDENTS IN THE SIEGE OF PORT ARTHUR. Russian-Japanese War



From original photographs by Richard Barry, the celebrated war correspondent whose descriptions of the Russian-Japanese war have been read with so much interest in Collier's Weekly, Everybody's Magazine, the Century Magazine, the Saturday Evening Post and other high class publications.

GENUINE STEREOSCOPIC PHOTOGRAPHS MADE DURING THE FAMOUS SIEGE OF PORT ARTHUR. Richard Barry, the only war correspondent who was with the Japanese army from the very beginning of the siege of Port Arthur, with the Third Corps of the Japanese army, night of scene of action during all of this now famous siege, eating and sleeping with the new soldiers, and during this time he made the original stereoscopic photographs which this set of pictures is reproduced by our new and wonderful secret color process. In this set of one hundred actual stereoscopic photographs of scenes in and around Port Arthur during the siege, are included portraits of the leading Japanese officers, incidents in the camp life of the Japanese soldiers, interesting and curious incidents which came under Mr. Barry's observation. Pictures of wounded soldiers, pictures of the hospitals, pictures of the camps, all colored true to life, showing the exact and unvarnished conditions existing in the Japanese army in time of war.

PICTURES TAKEN IN THE JAPANESE TRENCHES, in parallel directly before Port Arthur, and within three hundred feet of the Russian actual photographs taken under fire, with the Russian shot and shrapnel whistling overhead. Pictures of the enormous coast defense guns, which the Japanese army by hand from the sea coast under constant Russian fire and searchlight, and within range of the fortress of Port Arthur, pictures of these great guns in action, hurling their destruction and death dealing shells directly into the doomed Russian trenches.

COMPLETE OUTFIT, Stereoscope and 100 Pictures, All Different, 95¢
Educational Series with Complete Descriptions.

COMPLETE DESCRIPTIONS with every one of these one hundred colored stereoscopic pictures of the Russian-Japanese war, giving the pictures doubly interesting, and not only interesting but instructive.

No. 55E1352 Siege of Port Arthur Views, Educational Series. Complete set, 100 views, all different with full descriptions of each view, in fine hinged imitation leather box. Price, with stereoscope, \$1.00. Price, without stereoscope, 85¢.

Be sure to state whether you want stereoscope. See our special reduced price offers, page 352. See our comic series page 353, regarding stereoscope. For postage, express or freight charges, see note on page 351.

A TOUR OF THE WORLD WITH THE STEREOSCOPE.

One hundred magnificent colored stereoscopic pictures, made from original photographs, taken in all parts of the world, and reproduced by our wonderful new secret color process. Specially selected from a collection of more than one thousand subjects, selected with the greatest care to include only pictures of unusual interest, pictures of noted places, pictures of historical points, pictures taken in cities and countries famous for beautiful architecture and magnificent natural scenery, pictures with the most perfect stereoscopic effect, and pictures that are subjects of admiration for the most skilled photographer.

WONDERFUL MOUNTAIN SCENERY in Colorado, in the Garden of the Gods, in the Yosemite Valley, in the Grand Canon, marvelous pictures of brilliantly colored rock formation and terraces, waterfalls and seething, boiling geysers in the Yellowstone National Park, views in the Dells of Wisconsin and other scenes of interest in the United States. **Buildings and Street Scenes** in New York City, in Washington, in St. Louis and in Chicago. Pictures in Florida, in California, in Minnesota, in Arizona and in Alaska.

NIAGARA FALLS in summer and in winter, tropical scenes in the Madeira Islands, in the Hawaiian Islands, in the Philippines and in the Island of Java. Beautiful views in the Orient, in Japan, in China, in Egypt, in India and in Mexico. Interesting and historical places in France, in Italy, in Switzerland, in the Holy Land, in Greece, in Norway and Sweden.

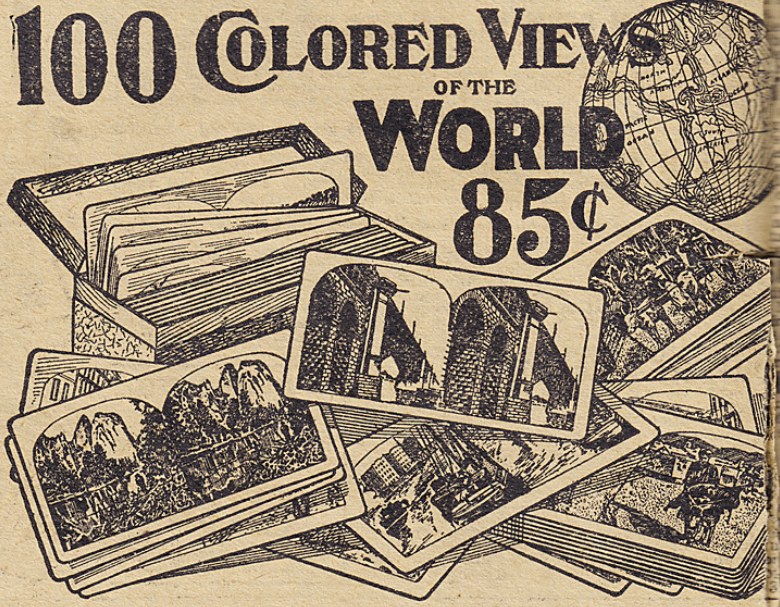
REMEMBER, these views are all beautifully colored, true to nature, made only from color process, the most beautiful, the most perfect and the most interesting stereoscopic pictures that can be made.

COMPLETE DESCRIPTIONS. On the back of every one of these views is printed a complete and accurate description of the scene, giving to this set a wonderful educational value, making them of unusual interest and at the same time highly instructive.

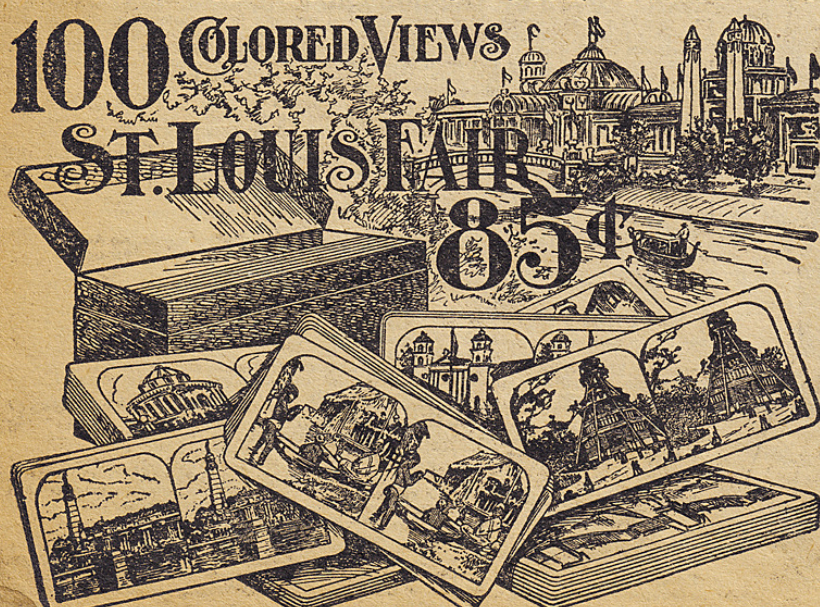
No. 55E1353 Views of the World, Educational Series. Complete set, 100 views, all different, with full descriptions of each view, in fine hinged cover imitation leather box. Price, with stereoscope, 95¢. Price, without stereoscope, 85¢.

Be sure to state whether you want stereoscope. See note, under Comic Series, page 353, regarding stereoscope. See our special reduced price offers, page 352. For cost of postage, express or freight charges, see note on page 351.

COMPLETE OUTFIT, Stereoscope and 100 Pictures, All Different, 95¢
Educational Series with Complete Descriptions.



A TRIP TO THE FAIR WITH THE STEREOSCOPE.



These views of the great St. Louis Fair are perhaps the most beautiful stereoscopic pictures in our entire line, presenting as they do such exquisite color effects, such wonderful detail and such artistic subjects. This set of one hundred colored views of the St. Louis Exposition, all made from original photographs, were taken on the fair grounds when the exposition was at its height, when the trees and shrubbery, the flowers and the lawns, were in the most perfect condition.

ALL OF THE MAGNIFICENT BUILDINGS, the superb Festival Palace and the Government Building, all the immense exhibit palaces, are beautifully and accurately shown. The State Buildings, the State Cascades, the Cascade Gardens, the State Gardens, the Terrace of States, the Louisiana Monument, the Grand Basin, the Clock, the Big Bird Cage, all these and many other of the most interesting features of the great exposition are realistically shown. Scenes on the Pike, in the Streets of the Fair, among the Cliff Dwellers, in the Chinese Village, at the Abbey, Strange Oriental People and many other interesting features of the famous Scenic in the Philippine Village, Philippines with their strange native boats, their thatched houses, their peculiar costumes, all shown true to life and in natural color.

SCENES IN THE STREETS OF JERUSALEM and the Tyrolean Bird's Eye Views of the Exposition, Festival Hall and the Cascades illuminated at night, interior views of the immense exhibit halls and pictures of many of the most interesting exhibits. Remember these views are all reproduced from genuine photographs, nothing but original photographs made on the fair grounds by our special photographer.

One hundred colored views of the most beautiful exposition the world has ever seen.

COMPLETE OUTFIT, Stereoscope and 100 Pictures, All Different, 95¢
Educational Series with Complete Descriptions.

PRINTED ON THE BACK of every view giving full information regarding each and every scene embraced in this set, complete descriptions of all the points of interest throughout the grounds, constituting practically a complete history of this great exposition.

No. 55E1356 St. Louis World's Fair Views, Educational Series. Complete set, 100 views, all different with full descriptions of each view, in fine hinged imitation leather box. Price, with stereoscope, \$1.00. Price, without stereoscope, 85¢.

Be sure to state whether you want stereoscope. See note, under Comic Series, page 353, regarding stereoscope. See our special reduced price offers, page 352. For cost of postage, express or freight charges, see note on page 351.

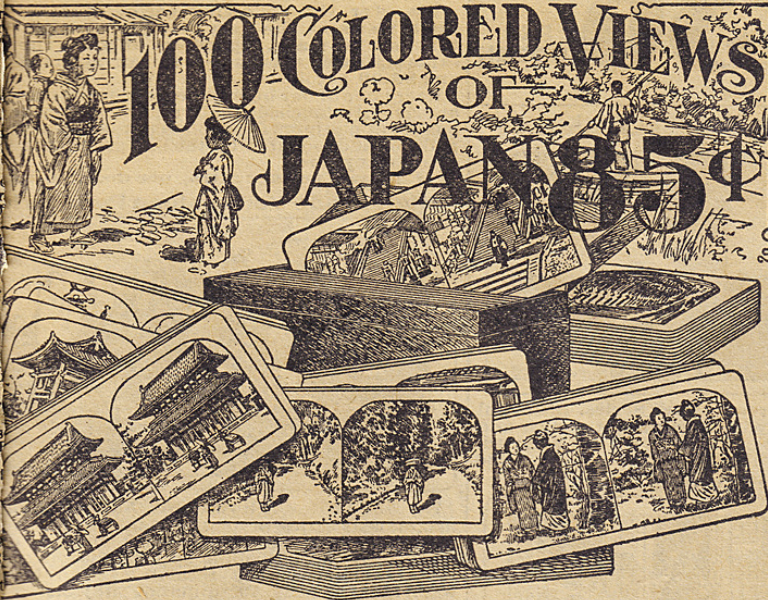
Wapon Land through the Stereoscope. 100 Exquisite Colored Japanese Views.

This splendid set of colored stereoscopic pictures, all reproduced from original photographs, made in Japan, will do more to give one a real knowledge of the Japanese people, their habits and customs, their ways of living, their houses, their flower gardens, their towns and cities, their country life, their farms and the beautiful natural scenery, than would the reading of a dozen books. The Japanese today are the most interesting nation in the world. They are the most talked about, the most written about and the most thought about people in all the world, and everyone ought to improve every opportunity to learn more about these wonderful people. In this set of one hundred colored stereoscopic Japanese views, there are pictures made in Tokio, in Nara, in Yokohama, in Haneda, in Negishi, in Kyoto, in Osaka, in Narita, in Sumiyeski and in Nikko.

THERE IS A SPLENDID SERIES OF VIEWS taken around the famous volcano Fujiyama, including a magnificent picture of the mountain itself from a distance, views in and around the crater, interior and exterior views of the Temple of Fujiyama and beautiful natural scenes in and around this locality. There are pictures of temples, pictures of shrines, pictures of parks, of pleasure gardens, street scenes and bits of beautiful scenery, made doubly interesting by the early colored costumes of the Japanese people. There are pictures of Japanese dancing girls, brilliantly colored chrysanthemum gardens, Japanese children with their kites and sun shades, street processions on festival days with strange and brilliant banners and bright colored costumes. There are interior views in the Japanese houses showing their furniture, their decorations and their ways of living. There are pictures of Japanese fishermen, scenes in the rice fields, pictures taken in the native theaters and in their shops and stores. It is impossible to do justice to this beautiful set of pictures in a mere description. The pictures must be seen to be appreciated. The most interesting subjects, the most perfect photography, the most exquisite coloring, a set of pictures that will be looked at over and over again, affording an unending source of interest and pleasure.

COMPLETE OUTFIT, Stereoscope and 100 Pictures, All Different, 95c
Educational Series with complete descriptions.

COMPLETE DESCRIPTIONS WITH EVERY VIEW, giving full information regarding the manners and customs of the Japanese, interesting historical facts and useful knowledge of all kinds relating to this remarkable people. No. 55E1357 Views of Japan, Educational Series. Complete set, 100 views, all different, with full descriptions of each view, in fine hinged cover imitation leather box. Price, with stereoscope, 95c. Price, without stereoscope, 85c. Be sure to state whether you want stereoscope. See NOTE UNDER COMIC SERIES, PAGE 353, REGARDING STEREOSCOPE. See our special reduced price offers, page 352. For cost of postage, express or freight charges see note on page 351.



OUR OWN COUNTRY THROUGH THE STEREOSCOPE.

PARTS OF THE UNITED STATES are covered by this great set of pictures. Beautiful park views, scenes, prominent and historically interesting buildings in New York City, in St. Louis, in the city of Washington, in Chicago, views of the Mormon Temple and Tabernacle, Lake City, the Soldiers' Home in Dayton, historical places in Philadelphia, beautiful views of the Capitol and the White House in Washington, pictures of the White House, the home of Washington, scenes on the beach, pictures in the stockyards and many other interesting pictures in the great cities of our country.

SCENES OF THE CLIFF DWELLINGS in Arizona and New Mexico and the great Southwest. Interesting points and beautiful natural scenes in Minnesota, Florida, in Southern Florida, along the St. Croix river, the Dells of Wisconsin and Lake, in the Bad Lands, on the great Western Plains, in Wyoming and in Oregon. Yellowstone National Park is represented in this set of views by a superb series of pictures showing the magnificent mountain scenery in this wonderful locality, brilliantly colored terraces and peculiar rock formations, beautiful waterfalls, spouting geysers, cliffs, precipices and boiling springs. The Garden of the Gods and other wonderful mountain scenery in Colorado, the Royal Gorge, tremendous mountains, frowning and wonderful examples of the engineer's skill in railroad building through this famous region, Niagara Falls in summer when the trees and grass are green, and winter with wonderful snow and ice effects.

Yosemite Valley is represented in this set by a beautiful series of pictures showing the natural beauties of this wonderful region. Wonderful photographs of the Sentinels, the Three Brothers, the Royal Arches, Yosemite Falls, in short all the most interesting points in this wonderful valley. Grand Canon in Colorado, a region famous all over the world, is realistically shown in a series of pictures. Views in Alaska, showing the Totem Poles, the dense pine forests, waterfalls, views in Dawson City, in the Klondike, in Juneau City and in the Muir

COMPLETE DESCRIPTIONS come with every view, intensely interesting information about the beautiful pictures of this popular educational set. No. 55E1376 Views of America, Educational Series. Complete set, 100 views, all different, with full descriptions of each view, in fine hinged cover imitation leather box. Price, with stereoscope, 95c. Price, without stereoscope, 85c. Be sure to state whether you want stereoscope. See note under Comic series, page 353, regarding stereoscope. See our special reduced price offers, page 352. For cost of postage, express or freight charges see note on page 351.

COMPLETE OUTFIT, STEREOSCOPE AND 100 PICTURES, All Different, 95c
Educational Series with Complete Descriptions.



A STEREOSCOPIC TOUR OF PALESTINE.

Wonderful colored stereoscopic pictures of places made sacred by association with the life of our Lord and Saviour, Jesus Christ.

As a practical help in bible study, this great set of pictures presents peculiar advantages. The wonderfully interesting subjects, the photographic perfection of the pictures and the exquisite coloring, catches and holds the attention and interest even of the children, and we feel that besides constituting a source of pleasure, that this set of pictures will accomplish great good in the hands of a pious and deeper student of the Bible. This set of pictures is made from photographs taken by an expert photographer, a man who is a deep and earnest student of bible history, and who, in order to more completely devote himself to the study of the Bible, has taken up his residence in Palestine. There is probably no one else in the world so well fitted to portray, by stereoscopic photography, this land of sacred memories.

THERE ARE PICTURES taken in Judea, in Samaria, in Galilee and in the countries beyond the Jordan. There are pictures taken in Jerusalem, in Jaffa, in Baniak, in the Valley of Jehoshaphat, in Nazareth, in Damascus, in Bethlehem, in Tyre, in Jezreel in Jericho, in Capernaum, in Samaria and many other ancient cities, famous in Bible history. There are views along the river Jordan, views around the Sea of Galilee and the Dead Sea. There are pictures in the hilly country of Judea and in the wilderness. There are views from Mt. Carmel, from Mt. Calvary and from the Mount of Olives. There are scenes in the Plain of Jericho, at the Pool of Gihon, the Tower of David, at Gideon's Fountain, at the house of Simon the Tanner, at the tomb of St. James, in the Garden of Gethsemane, the Temple of Jupiter, the Mosque of Omar and the Wilderness of the Scape Goat. It is impossible to mention all of the interesting places or all localities associated both with Old and New Testament history, in a short description, but this set of views is complete, showing all of the most interesting places in the Holy Land, and stands as the largest, the best, the most complete, the most interesting and the most accurate series of Holy Land pictures ever made.

COMPLETE OUTFIT, Stereoscope and 100 Pictures, All Different, 95c
Educational Series with Complete Descriptions.

COMPLETE DESCRIPTIONS with every picture. With every Holy Land picture in this set, we furnish a complete description, with Biblical quotations and references, full information regarding each and every scene. These descriptions have been especially prepared for us by a profound student of Bible history, and add very greatly to the interest and instructiveness of the series. No. 55E1377 Holy Land Views, Educational Series. Complete set, 100 views, all different, with full descriptions of each view, in fine hinged cover imitation leather box. Price, with stereoscope, 95c. Price, without stereoscope, 85c. Be sure to state whether you want stereoscope. See note under Comic series, page 353, regarding stereoscope. See our special reduced price offers, page 352. For cost of postage, express or freight charges see note on page 351.

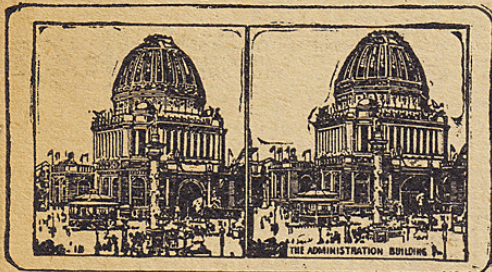


Photographic Stereoscopic Views at 36¢ PER DOZEN

THE FOLLOWING SERIES ARE ALL GENUINE PHOTOGRAPHIC VIEWS, PRINTED FROM NEGATIVES UPON REGULAR PHOTOGRAPHIC PAPER, FINELY FINISHED AND MOUNTED ON GOOD CARDS.

IF BY MAIL, POSTAGE EXTRA, PER DOZEN, 5 CENTS.

Chicago World's Fair.



No. 55E1410 Chicago World's Fair Series. The White City in all its glory, and choice views along the Midway Plaisance.
 Price, per dozen, all different.....\$0.36
 Per 100, assorted..... 2.85

Norwegian Views.

No. 55E1411 Norwegian Series. A splendid collection of views from Norway, illustrating the famous scenery of the country, its cities, etc.
 Price, per dozen, all different.....\$0.36
 Per 100, assorted..... 2.85

American Picturesque.



No. 55E1412 American Picturesque Series. A beautiful collection of subjects illustrating the picturesque features of the American continent.
 Price, per dozen, all different.....\$0.36
 Per 100, assorted..... 2.85

Views in Sweden.

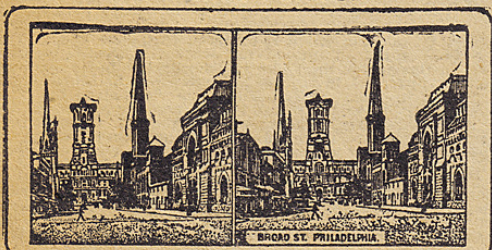
No. 55E1413 Swedish Series. A very fine assortment of pictures taken in Sweden, showing the magnificent scenery of this picturesque country, glimpses of its cities, etc.
 Price, per dozen, all different.....\$0.36
 Per 100, assorted..... 2.85

Sportsmen's Views.



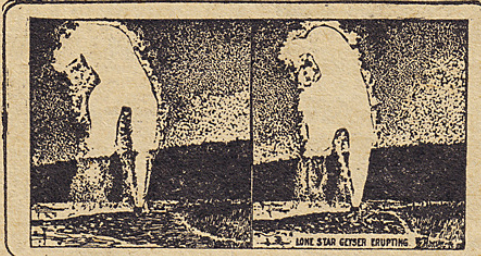
No. 55E1414 Sporting Series. Choice views illustrating camp life, hunting and fishing scenes, game, etc.
 Price, per dozen, all different.....\$0.36
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American Cities.



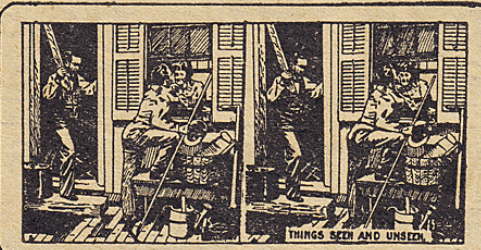
No. 55E1416 American Cities Series. Glimpses of streets, parks, public buildings, etc., in the principal cities of America.
 Price, per dozen, all different.....\$0.36
 Per 100, assorted..... 2.85

Yellowstone National Park.



No. 55E1418 Yellowstone Park Series. Beautiful views showing the canyons, geysers, hot springs and wonderful rock formations. Price, per 100, assorted, \$2.85; per dozen, all different.....36¢

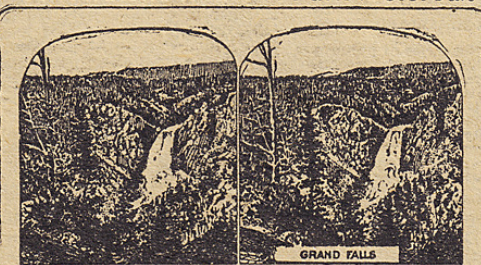
Comic Views.



No. 55E1426 A large series of very comical and amusing scenes, all photographed from life. One of the most popular series we handle. Price, per 100, assorted, \$2.85; per dozen, all different.....36¢

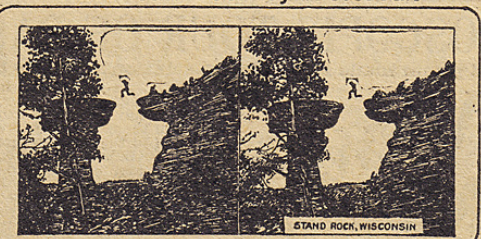
Colored Photographic Views, 54 Cents per Dozen.

Beautifully Hand Colored Photographic Views. If by mail, postage extra, 5 cents per dozen, Yellowstone National Park (Colored).



No. 55E1435 Yellowstone Park Series. Beautifully colored views, spouting geysers, brilliant deposits from hot springs, mountains, cliffs and rivers. Price, per 100, assorted, \$4.25; per dozen, all different.....54¢

American Scenery (Colored).



No. 55E1437 American Picturesque Series. Beautifully colored views showing the most picturesque places throughout our country. Price, per 100, assorted, \$4.25; per dozen, all different.....54¢

Comic Views from Life (Colored).



No. 55E1441 Comic Series. Beautifully colored views, various comical scenes, child life, amusing situations, etc., all photographed from life. Price, per dozen, all different.....\$0.54
 Per 100, assorted..... 4.28

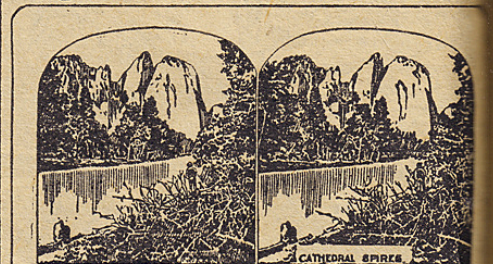
Our Highest Grade Platinum Finish Views at 90 Cents per Dozen.

We offer the following series of extra high grade views as the very best Stereoscopic Views that can be made, regardless of price, the same style sold everywhere by canvassers at \$2.00 and \$3.00 per dozen.

Every one of our highest grade views is made from an original retouched negative, printed upon the finest quality of platinum finish photographic paper, hand polished and mounted on the best grade dark tint extra heavy cards.

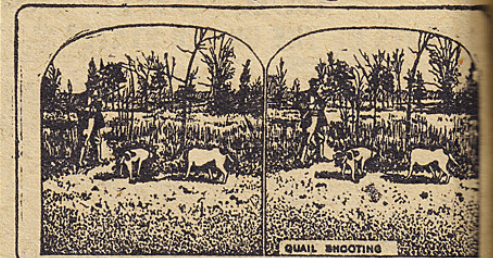
If by mail, postage extra, per dozen, 6 cents.

High Grade Yellowstone Park Series.



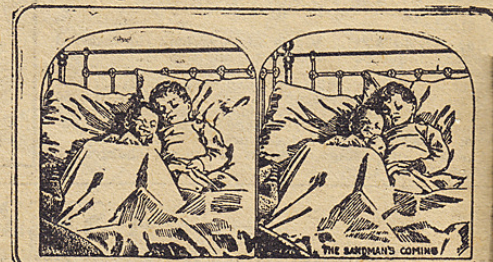
No. 55E1456 Yellowstone National Park. Magnificent series of pictures taken in this famous region; canyons, spouting geysers, cascades, rocks, terraces and boiling springs, towering mountains, wonderful rock formations and beautiful waterfalls. Nearly 200 different subjects. Price, per dozen, all different.....\$0.90
 Per 100, assorted..... 7.20

High Grade Sporting Series.



No. 55E1458 Sporting Views. This splendid collection of hunting, fishing and camp life scenes, all photographed direct from life, will be especially interesting to those who appreciate the pleasures of rod or gun. They bring back memories of pleasant days in the woods, on the marshes or along some shady stream, revive the memories of dead camp fires, and anticipate the pleasures of days to come. Over 200 different subjects. Price, per 100, assorted, \$7.20; per dozen, all different.....90¢

High Grade Comic Views.



No. 55E1462 Comic Views. In addition to scores of the most humorous and laughter provoking scenes, all photographed direct from life, this series contains some of the choicest views of child life showing the little ones engaged in their various and amusing occupations, and pretty bits of scenery caught with the artist's camera. A very popular series, with over 250 different subjects. Price, per 100, assorted, \$7.20; per dozen, all different.....90¢

If by mail, postage extra, per dozen, 6 cents.

Religious Views.



No. 55E1485 Life of Christ Set. Twelve splendid views portraying in the most vivid manner the story of our Savior's life before and after the crucifixion. Price, per set, plain, 48¢; colored.....60¢
 No. 55E1486 The Crucifixion Set. Twelve splendid views representing the Nativity, Early Life, Crucifixion and Resurrection of Christ. Price, per set, plain, 48¢; colored.....60¢

MAKE YOUR TOTAL ORDER \$1.00

OR MORE so that you will get a

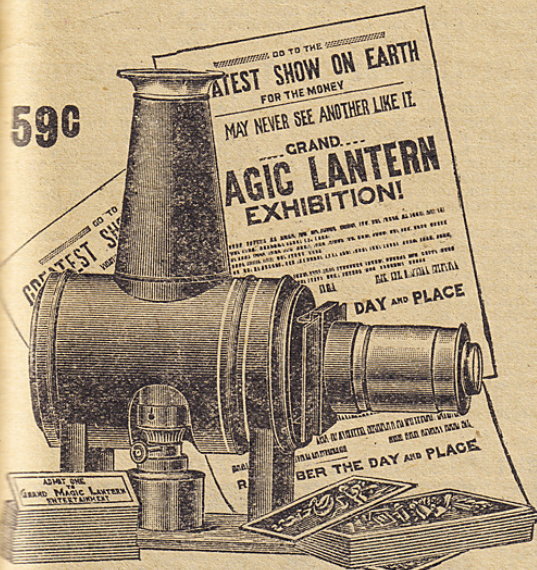
PROFIT SHARING CERTIFICATE

and can SHARE in our PROFITS.

JUVENILE MAGIC LANTERN OUTFITS.

THE YOUNG PEOPLE not only derive great pleasure from giving **MAGIC LANTERN EXHIBITIONS**, but the business training which they gain in all the various details connected with the management of an entertainment, putting up advertising posters, selling tickets, etc., gives them ideas of the rudiments of money making which starts them on the highway to business success. **REMEMBER**, that each outfit is complete, containing a fine Magic Lantern, a splendid assortment of Colored Views, a large supply of Advertising Posters and plenty of Tickets. Interesting, instructive and profitable. You will easily make the original cost of the outfit in your first exhibition; after that it's all profit.

THE HOME MAGIC LANTERN OUTFITS.



Our illustration gives a very exact idea of the general appearance and construction of the Home Magic Lantern. The body of this lantern is made of metal, japanned in black, handsomely decorated in gilt and mounted on wood baseboard. Burns ordinary kerosene or coal oil.

No. 55E1500 The Home Magic Lantern Outfit No. 1, with Home Magic Lantern as described above, using slides 13-16 inches wide and magnifying pictures to about 1 foot in diameter. The complete outfit contains lantern, six colored slides, three to four pictures on each slide, twenty-five advertising posters and twenty-five admission tickets.

Price, complete, 59c
 No. 55E1502 Home Magic Lantern Outfit No. 2, same as No. 55E1500, but using twelve colored slides in 19-16 inches wide, magnifying pictures to 2 feet and including three to four views on each slide. Price, complete, \$1.28
 No. 55E1504 Home Magic Lantern Outfit No. 3, same as No. 55E1500, but using slides 2 inches wide, magnifying pictures to about 3 feet in diameter. Price, complete, \$1.98

THE BRILLIANT MAGIC LANTERN OUTFITS.



The Brilliant Magic Lanterns are very handsome instruments of the up-right style, finely finished in brass, bronze and nickel plate, with the body of the lantern enameled in bright red. They are provided with double convex condensing lenses and finely ground projecting lens. In addition to the regular long glass slides, these lanterns also

use a slide in the form of a round disc with six views. Each lantern contained in neat wood box with handle.

No. 55E1509 The Brilliant Magic Lantern Outfit No. 1, with Brilliant Magic Lantern as described above, using slides 1 1/2 inches wide and magnifying pictures to about 2 feet in diameter. The complete outfit consists of lantern, six long glass colored slides, three to four views on each slide, three glass discs with six colored views on each disc, twenty-five advertising posters and twenty-five admission tickets. Price, complete, \$1.90
 No. 55E1512 Brilliant Magic Lantern Outfit No. 2, same as No. 55E1509, but using slides 1 1/2 inches wide, magnifying pictures to about 3 feet in diameter. Price, complete, \$2.98
 No. 55E1514 Brilliant Magic Lantern Outfit No. 3, same as No. 55E1509, but using slides 2 inches wide, magnifying pictures to about 4 feet in diameter. Price, complete, \$3.75

THE GLORIA MAGIC LANTERN OUTFIT.

The Gloria Lantern is provided with a pair of convex condensing lenses, and finely ground projection lens. The lamp with which the Gloria lantern is fitted is of the duplex or double burner style, giving a very brilliant illumination. Burns ordinary kerosene or coal oil. A fine instrument for parlor exhibitions.

THE GLORIA MAGIC LANTERN our best grade lantern, is finished in sheet brass, lacquered with brass lens and fine trimmings.

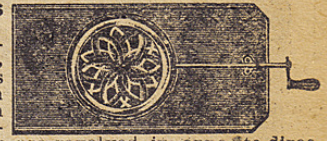


No. 55E1518 Gloria Magic Lantern Outfit No. 1, with Gloria Magic Lantern as described above, using slides 2 inches wide and magnifying pictures to about 3 feet in diameter. The complete outfit consists of the lantern, twelve colored slides, three to four pictures on each slide, one comic slip slide, one movable scenery slide, one brilliantly colored chromotrope or artificial fireworks slide, fifty large advertising posters and fifty admission tickets. Price, complete, \$3.95
 No. 55E1520 Gloria Magic Lantern Outfit No. 2, same as No. 55E1518, but using slides 2 3/8 inches wide, magnifying pictures to about 4 feet in diameter. Price, complete, \$4.95
 No. 55E1522 Gloria Magic Lantern Outfit No. 3, same as No. 55E1518, but using slides 2 3/4 inches wide, magnifying pictures to about 5 feet in diameter. Price, complete, \$5.80

Chromotropes.

No. 55E1546 These Slides known also as artificial fireworks, consist of two glass discs, painted in bright colors in radiating geometrical patterns, which are revolved in opposite directions by means of the small crank, producing a very brilliant effect. Several different patterns of each size can be furnished.

Width, 1 1/2 inches; price, 25c
 Width, 1 3/4 inches; price, 30c
 Width, 2 inches; price, 35c
 Width, 2 1/2 inches; price, 38c
 Width, 2 3/4 inches; price, 50c



Genuine Photographic Slides.

Heretofore real photographic slides could be obtained only in the regular professional size, suitable only for use with the large professional stereopticons; they were made with only one view on a slide, and cost from 35 cents to 50 cents per view. Each set of our genuine photographic slides contains twelve slides, and there are four views on each slide, making a total of forty-eight views in every set. With every set we include a printed lecture, giving a complete description of every view.



The Spanish-American War.

No. 55E1548 A splendid set of forty-eight views, illustrating the most interesting features of the late war between the United States and Spain. Portraits of prominent officers, battleships, camp life, battle scenes, etc. Twelve slides in the set, four views on each slide, making a total of forty-eight views.

Width, 1 1/2 in.; price, per set, with lecture, \$1.13
 Width, 2 in.; price, per set, with lecture, 1.35
 Width, 2 1/2 in.; price, per set, with lecture, 2.48
 Width, 2 3/4 in.; price, per set, with lecture, 2.93
 Sold only in sets. We cannot sell less than a set.

Russian-Japanese War.

No. 55E1550 This very interesting set of views is descriptive of the most important events in the war between Russia and Japan. It contains portraits of prominent officers, pictures of the Japanese and Russian battleships, soldiers in camp and on the march, views in Manchuria, Korea and Japan. Twelve slides in each set, four pictures on each slide, making a total of forty-eight pictures.

Prices and sizes same as No. 55E1548.

The St. Louis Exposition.

No. 55E1552 This is a beautiful set of slides containing pictures of the most prominent buildings at the Fair, views of the grounds, lagoons, drives, parks and other interesting views on the Fair grounds. There are twelve slides in the set, each slide containing four pictures, a total of forty-eight magnificent photographic views of the most beautiful exposition ever held.

Prices and sizes same as No. 55E1548.

NOTE—These photographic slides can be used with any of our Juvenile Lanterns, except Nos. 55E1500 and 55E1509. Note in the description of the lanterns the size of slide used, and select the corresponding size in these photographic slides.

The Brilliant Slides.

No. 55E1544 Brilliant Slides, printed on celluloid and made in one size only, 2 inches wide, but can be used in any lantern using slides 2 inches or wider. If your lantern uses slides 2 1/2 or 2 3/4 inches wide, we will include, for 8c extra, a small wooden carrier. Each series of the Brilliant Slides contains twelve slides, three pictures on each slide, making a total of thirty-six views in each series. Order by series.

Series	Price
A Noted Places Around the World.....	36c
B Miscellaneous Views, mostly very comic.	36c
H Old and New Testament Bible Views....	36c
I Comic, each good for a laugh.....	36c
M American and Foreign Scenery.....	36c

All the Brilliant Slides are 2 inches wide. If by mail, postage extra, per set, 1 cent.

Comic Movable Slides.

No. 55E1542 These pictures are painted in bright colors on glass slips, which slide in metal frames, producing two comic views. Very amusing effects are produced by suddenly slipping the second view into the place of the first. Put up in packages of one dozen slides each.

Width, inches	Price, per pkg. of 1 dozen	Width, inches	Price, per pkg. of 1 dozen
1 1/2	60c	2	1.08
1 3/4	67c	2 1/2	1.28
1 7/8	92c	2 3/4	1.48

Extra Chimneys and Wicks.

No. 55E1532 Chimney to fit any of the Home, Brilliant or Gloria Magic Lanterns. Price, each, any size, 10c
 If by mail, postage extra, 6 cents.
 No. 55E1537 Wicks, to fit any of our magic lanterns. Price, six for, 5c
NOTICE—When ordering chimneys or wicks be sure to state which lantern they are to fit.

Colored Slides.

No. 55E1540 These slides are all highly colored and each slide has from three to four views. They are

Plain Colored Slides. They are put up in packages of one dozen slides and each package contains an assortment of both comic and scenic views. We cannot sell less than one package, and we are unable to furnish any special subjects.

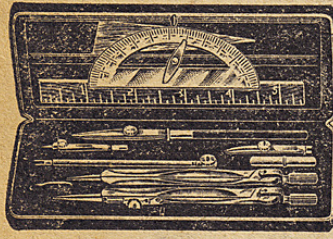
Width, inches	Price, per pkg. of 1 dozen	Width, inches	Price, per pkg. of 1 dozen
2 1/2	20c	2	\$0.64
3	30c	2 1/2	.85
3 1/2	36c	2 3/4	1.11
4	51c		

each slide containing two views. They are put up in packages of one dozen slides each.



DRAWING INSTRUMENTS.

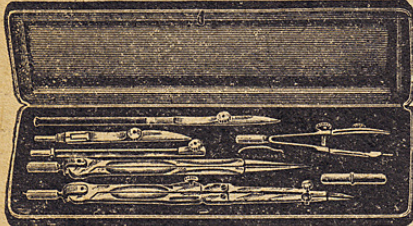
87 Cents Buys This Scholars' Set.



No. 55E1620 Scholars' Drawing Set, consisting of 4 1/4-inch Plain Dividers, Lengthening Bar for Compasses, Graduated Rule, Case of Leads, Small Wood Triangle, 5-inch Compasses with both pen and pencil points, 4 1/4-inch Ruling Pen, Metal Protractor and Key. Contained in a handsome velvet lined leatherette case. Per dozen, \$9.95; each.....87c

If by mail, postage extra, 12 cents.

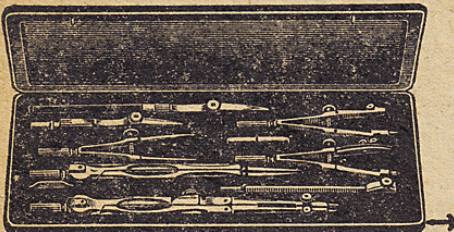
Pivot Joint Set for \$2.10.



No. 55E1636 Fine German Silver Drawing Set, consisting of 5 1/4-inch Ruling Pen, 5-inch Plain Dividers, 5 1/4-inch Compasses with pen and pencil points, Lengthening Bar for Compasses, 3 1/4-inch Steel Spring Bow Pen, Box of Leads and Key. Contained in genuine leather, velvet lined pocket case. Fully meets the requirements for use in manual training schools or elementary work in engineering colleges. Price, per dozen, \$25.35; each.....\$2.10

If by mail, postage extra, 14 cents.

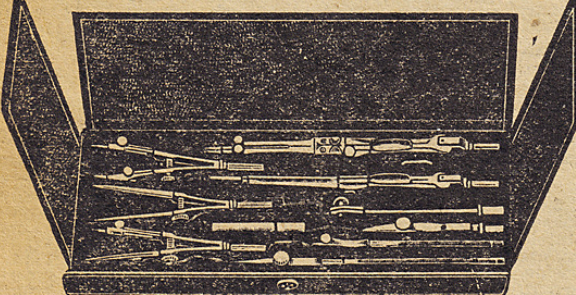
Fine Pivot Joint Set for \$2.80.



No. 55E1637 Fine Quality German Silver Drawing Set, consisting of 5 1/2-inch Ruling Pen with Spring, 3 1/4-inch Steel Spring Bow Divider, 3 1/4-inch Steel Spring Bow Pencil, 3 1/4-inch Steel Spring Bow Pen, 5 1/4-inch Pivot Joint Dividers, 5-inch Pivot Joint Compass with pen and pencil point, Lengthening Bar for Compass and Box of Leads. The best set ever sold for less than \$5.00.

Price, per dozen, \$32.00; each.....\$2.80
If by mail, postage extra, 15 cents.

WONDERFUL VALUE AT \$5.65



and Box of Leads. This elegant set is contained in our new style folding pocketbook case, made of genuine seal grain morocco leather and lined with silk velvet. Price, per dozen, \$64.60; each.....(If by mail, postage extra, 18 cents.).....\$5.65

\$10.90 for This Big Pivot Joint Drawing Set.

No. 55E1655 This is the largest and most complete set of extra high grade pivot joint German Silver Instruments that we handle and is designed especially to meet the requirements of those who desire not only the very highest grade of instruments, but at the same time the most complete assortment and largest number of pieces. This set consists of 5 1/4-inch Ruling Pen, 5-inch Ruling Pen, 4 1/4-inch Ruling Pen, 3 1/4-inch Steel Spring Bow Divider, 3 1/4-inch Steel Spring Bow Pen, 3 1/4-inch Steel Spring Bow Pencil, 5 1/4-inch Pivot Joint Hair Spring divider with straightening device, 6-inch Compass set with straightening device and pen and pencil points, 4 1/4-inch Pivot Joint Compass with straightening device, pen point and needle point, 4 1/4-inch Pivot Joint Compass with straightening device, needle point and pencil point, Lengthening Bar for the 6-inch Compass, Case of Leads. The largest set of strictly high grade absolutely guaranteed instruments ever sold for less than \$25.00. This set is put up in the regulation style morocco covered pocket case, lined with fine quality silk velvet. Price, per dozen, \$124.00; each.....(If by mail, postage extra, 22 cents.).....\$10.90

**ABOUT THE QUALITY OF OUR DRAWING INSTRUMENTS
OUR LOW PRICES EXPLAINED.**

WE RECEIVE MANY INQUIRIES from customers, asking if we can furnish drawing sets with certain American dealers' names stamped on the instruments, and there seems to be an impression among some of our customers, especially those who do not know us well, to question the quality of our drawing sets, because of the extremely low prices at which we sell them. We believe that a plain statement of the facts in reference to drawing instruments, will enable our customers to understand how we are able to make these prices.

PRACTICALLY ALL THE DRAWING INSTRUMENTS sold in the United States are manufactured in Switzerland and Germany. These Swiss and German manufacturers supply the world with drawing instruments. Now, these American dealers, these dealers whose names are stamped on instruments in this country, buy their instruments from the same Swiss and German manufacturers who supply us with instruments, they buy the exact same quality, and the manufacturers stamp on the instruments the names of the American dealers who sell them.

SOME OF THESE AMERICAN WHOLESALE DEALERS PRETEND TO BE MANUFACTURERS but they are not. They buy their instruments from the exact same factories in Europe that we buy ours, and they buy the exact same styles and qualities of instruments. The big American wholesale dealer makes up an order every season for drawing instruments and he gives this order to a New York importing house. The New York importing house transmits the order to a commission man in Europe and the commission man places the order with the factory, where the goods are made up and stamped with the American wholesale dealer's name. Now, the factory makes its profit, the commission man makes his profit, the New York importing house makes another profit, the big American wholesale dealer makes his profit when he sells the goods to the retail dealer, and the retail dealer adds on still another good generous profit when he sells the goods to the user. This system of marketing drawing instruments means that there are many profits between the factory and the user, and the fact that the American dealer's name is stamped on the instruments means nothing at all, except a higher price to the user.

WE BUY OUR INSTRUMENTS from the exact same factories that supply the big American wholesale dealers in Switzerland or Germany, and when the goods reach our store there has been only one profit made on them - namely, the manufacturer's profit. We sell the instruments direct to the user, and therefore, between the manufacturer and the user there is just one percentage of profit added to the cost of the goods. That is why we can sell the same quality of instruments for less than the retail dealer; that is why we can absolutely guarantee that every set of instruments described on this page is equal to every way to instruments sold by the ordinary dealer at double our price.

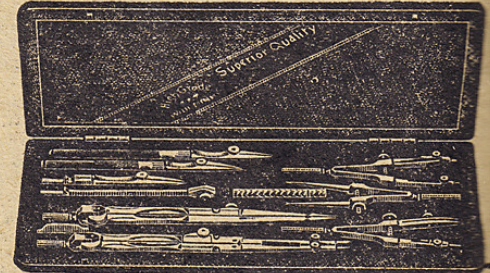
WE ASK YOU \$9.60 if sold through the regular channels and stamped with some American dealer's name, would be retailed at from \$18.00 to \$20.00, and the only difference between our set at \$9.60 and the American dealer's set at \$20.00, lies in the fact that the American dealer's name is stamped on his set and it is not stamped on the set that we sell. The quality is exactly the same. The American retail dealer asks you from \$10.00 to \$12.00 for a set corresponding in every way to our No. 55E1645, and exact same quality that we sell you for \$5.65.

DO YOU THINK that the American dealer's name stamped on a drawing instrument is worth the price you are compelled to pay for it?

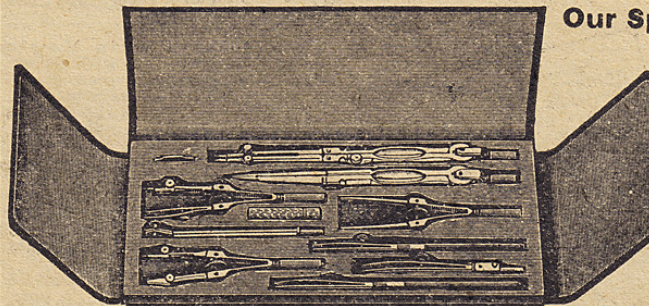
High Grade Wrought Metal Set for \$7.95.

No. 55E1649 Extra High Grade German Silver Wrought Metal Drawing Set, consisting of 5-inch Ruling Pen, 4 1/4-inch Ruling Pen, 3 1/4-inch Steel Spring Bow Divider, 3 1/4-inch Steel Spring Bow Pen, 3 1/4-inch Steel Spring Bow Pencil, 6-inch Pivot Joint Hair Spring Divider with straightening device, 6-inch Pivot Joint Compass with straightening device, pen and pencil points, Lengthening Bar for Compass and Case of Leads. We guarantee this set to equal in quality any set sold by ordinary dealers at \$15.00. It is a set that will meet the requirements in the very best technical schools in this country. This set is put up in the regulation leather covered pocket case, lined with silk velvet. Price, per dozen, \$90.75; each.....\$7.95

If by mail, postage extra, 20 cents.



Our Special Wrought Metal Set at \$9.60.



No. 55E1652 Extra High Grade German Silver Drawing Set, consisting of 5-inch Ruling Pen, 4 1/4-inch Ruling Pen, 3 1/4-inch Steel Spring Bow Divider, 3 1/4-inch Steel Spring Bow Pen, 3 1/4-inch Steel Spring Bow Pencil, 6-inch Pivot Joint Hair Spring Divider with straightening device, 6-inch Pivot Joint Compass with straightening device, pen and pencil points, Lengthening Bar for Compass, Case of Leads. We cannot recommend this set too highly. Every instrument is made with the utmost care and guaranteed to be perfect. Workmanship and materials used throughout are the very highest grade, and we know that this set is equal in quality to any set sold regardless of price. This set is put up in the very latest style folding pocketbook case, made with the finest quality morocco leather and lined with brown chamois skin, giving the set an exceptionally rich appearance. It is a case well fitted to contain the exceptionally high grade set of instruments. Price, per dozen, \$109.50; each.....\$9.60

If by mail, postage extra, 20 cents.

Complete Draughting Outfit at \$5.98.

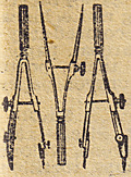
Suitable for correspondence school work and much superior to outfits usually furnished for the work.

No. 55E1666 This complete outfit contains the following items:

- 1 set of our No. 55E1637 pivot joint instruments with three bow instruments, compass, divider, pen, etc.
 - 1 15x21 Drawing Board.
 - 1 24-inch T Square, mahogany, ebony lined.
 - 1 14-inch German Silver Protractor, engine divided.
 - 1 12-inch Triangular Boxwood Scale, engine divided.
 - 1 8-inch Transparent Celluloid Triangle, 30x60 degrees.
 - 1 6-inch Transparent Celluloid Triangle, 45 degrees.
 - 1 Hard Rubber Curve.
 - 1 Dozen Brass Thumb Tacks, fine quality.
 - 1 Koh-i-noor Pencil, HHHH.
 - 1 Bottle Higgins' Waterproof Ink.
 - 1 Ink and Pencil Eraser.
 - 2 Sheets 16x21 Tracing Cloth.
 - 6 Sheets Whatman's Best Drawing Paper, 15x20.
- Price, complete.....\$5.98

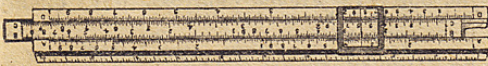
REMEMBER, you get a PROFIT SHARING CERTIFICATE, as explained on the last pages, the most liberal offer ever heard of.

Spring Bow Instruments.



No. 55E1710 Spring Bow Dividers, finely tempered English steel, German silver handle; 3/4 inches long. Price.....30c
 No. 55E1711 Spring Bow Pencil, finely tempered English steel, German silver handle; 3/4 inches long. Price.....48c
 No. 55E1712 Spring Bow Pen, finely tempered English steel, German silver handle; 3/4 inches long. Price.....48c
 No. 55E1713 Spring Bow Set, consisting of instruments Nos. 55E1710, 55E1711 and 55E1712 in fine morocco covered case. Price.....\$1.65

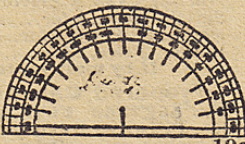
Slide Rule.



No. 55E1720 Mannheim Slide Rule with latest Mack improvement, constructed so that extremely dry or wet weather does not affect the free running of the slide. This rule is one of the very best made and is guaranteed to do all calculations that can be done with any other rule on the market. Price, with complete instructions.....\$3.55

Protractors.

Used for dividing circles into any number of equal parts and determining angles.



No. 55E1725 Brass Protractor. Diameter 4 1/2-inch half circle, 1-degree graduations, a high grade instrument. Price.....19c
 If by mail, postage extra, 3 cents.
 No. 55E1728 Celluloid Protractor. Transparent, half circle, diameter 6 inches, 1/2 degree graduations. Price.....48c
 If by mail, postage extra, 3 cents.
 No. 55E1729 German Silver Protractor. Half circle, diameter 5 1/2 inches, 1/2 degree graduations. Price.....45c

Triangular Boxwood Scales.



No. 55E1741 Architects' Triangular Boxwood Scale, divided 1/2, 3/8, 1/4, 1/3, 1/2, 2/3, 1, 1 1/2, 3-inch to the foot, 1/8-inch. Best seasoned boxwood, engine divided, U. S. standard; 12 inches long. Price.....38c
 No. 55E1742 Architects' Triangular Boxwood Scale, same as No. 55E1741, but with white edges, 12 inches long. Price.....\$1.26
 No. 55E1746 Engineers' Triangular Boxwood Scale, divided, 10, 20, 30, 40, 50, 60 parts to inch, best seasoned boxwood, engine divided, U. S. standard, 12 inches long. Price.....38c
 No. 55E1747 Engineers' Triangular Boxwood Scale, same as No. 55E1746, but with white edges, 12 inches long. Price.....\$1.26
 Do not judge these scales by the price. We will refund your money if you do not find them equal to the highest priced scales offered by other dealers.

Wooden Triangles.



No. 55E1765 Cherry Triangles, 30 by 60 degrees, mortised joints.
 Size, inches..... 8 10 12 14
 Price.....11c 13c 16c 22c
 If by mail, postage extra..... 3c 4c 5c 6c
 No. 55E1768 Cherry Triangles, 45 degrees, mortised joints.
 Size, inches..... 6 8 10 12
 Price.....11c 13c 17c 22c
 If by mail, postage extra..... 3c 4c 5c 6c

Transparent Celluloid Triangles.

These triangles allow more rapid and accurate work owing to their transparency, do not collect dust, and keep their edges almost like metal tools.

No. 55E1770 Transparent Celluloid Triangles, 30 by 60 degrees, open center.
 Size, inches..... 4 6 8 10 12 14
 Price.....14c 23c 38c 48c 58c 80c
 If by mail, postage extra..... 2c 3c 4c 5c 6c 8c
 No. 55E1772 Transparent Celluloid Triangles, 45 degrees, open center.
 Size, inches..... 4 6 8 10 12 14
 Price.....22c 30c 40c 58c 87c \$1.10
 If by mail, postage extra..... 2c 3c 4c 5c 6c 8c

T Squares.

No. 55E1780 T Square, with cherry blade and fixed head.
 Length, inches..... 15 18 24 30 36 42
 Price.....12c 15c 17c 21c 25c 29c
 Weight of 15, 18, and 24-inch, packed 11, 14 and 26 ounces. Larger sizes not mailable.
 For postage rate see page 8.
 No. 55E1785 T Square, maple blade and black walnut fixed head.
 Length, inches..... 24 30 36 42 48 54
 Price.....29c 33c 38c 42c 47c 60c
 Weight of 24-inch, packed, 26 ounces. Larger sizes not mailable. (For postage rate see page 8.)
 No. 55E1790 T Square, cherry blade and movable head, with improved clamping swivel.
 Length, inches..... 24 30 36 42
 Price.....57c 68c 75c 90c
 Weight of 24-inch, packed, 26 ounces. Larger sizes not mailable. (For postage rate see page 8.)

No. 55E1792 T Square, mahogany, ebony lined blade and fixed head. A very fine square.
 Length, inches..... 24 30 36 42 48
 Price.....72c 88c \$1.04 \$1.20 \$1.40
 Weight of 24-inch, packed, 26 ounces. Larger sizes not mailable. (For postage rate see page 8.)

Drawing Boards.

No. 55E1800 Drawing Board, made of pine with two drawing surfaces and side ledges.
 Size, inches.....12x17 15x21 20x24 23x31
 Price.....57c 70c 80c \$1.24



No. 55E1805 Drawing Board, made of thoroughly seasoned pine, with hardwood ledges dovetailed into the board to allow contraction and expansion.
 Size, inches.....20x24 23x31 31x42
 Price.....98c \$1.55 \$2.55

Thumb Tacks.

No. 55E1820 Steel Thumb Tacks, stamped from one piece of steel. An excellent tack at a very low price. Put up only in boxes of 100.
 Diameter, 1/8 inch. Price, per box of 100.....24c
 Diameter, 1/4 inch. Price, per box of 100.....30c
 Diameter, 3/8 inch. Price, per box of 100.....39c
 If by mail, postage extra, per box, 5, 6 and 7 cents.

Brass or German Silver Thumb Tacks.

No. 55E1825 First quality Tacks, made with either German silver or brass heads. cannot push through nor pull out. Each dozen put up on cork, as shown in illustration.
 Diameter, inch..... 3/8 1/2 3/4 5/8
 Brass. Price, per dozen.....6c 7c 8c
 German silver. Per dozen, 9c 10c 11c
 If by mail, postage extra, per dozen, 2c.

Irregular Curves.

No. 55E1840 Irregular Curves, accurately made from hard rubber, and invaluable for drawing in irregular curves. Price.....27c
 If by mail, postage extra, 5 cents.
 No. 55E1845 Irregular Curves, same as No. 55E1840, but made of transparent celluloid. Price.....39c
 If by mail, postage extra, 5 cents.

Liquid Drawing Inks.

No. 55E1860 Higgins' Waterproof Ink, an intensely black liquid India ink, which becomes waterproof when dry, and therefore especially adapted to drawings which have to stand handling, moisture or color washes. Stopper is fitted with quill for filling drawing pen. Weight, packed, 13 ounces.
 Price, per dozen, \$2.25; per bottle, 19c
 For postage rate see page 8.
 No. 55E1870 Colored Drawing Inks, indelible, put up in same style bottles as No. 55E1860, with quill for filling pen; yellow, orange, scarlet, carmine, blue, green or brown. Weight, packed, 13 ounces.
 Price, per bottle.....20c
 For postage rate see page 8.



India Ink.

No. 55E1875 Lion Head India Ink, first quality black. Small size.....9c
 Medium size.....12c
 Large size.....21c
 If by mail, postage extra, 1 cent.

Koh-i-Noor Pencils, 6 Cents.



No. 55E1890 Genuine Hardtmuth's Koh-i-Noor Drawing Pencils, eight degrees of hardness, designated as B, HB, 1H, 2H, 3H, 4H, 5H and 6H. 1H is hard, 2H is a degree harder, and so on up to 6H, which is extra hard. HB is soft and B still softer and blacker. Price, per gross \$3.50; per dozen, 72c; each.....6c
 If by mail, postage extra, per dozen, 6c; each.....1c

Crow Quill Pens.

No. 55E1910 Crow Quill Pens, very fine and stiff, put up on cards of one dozen, with hard rubber holder. Genuine Gillott's.
 Price, per dozen.....48c
 No. 55E1911 French Crow Quills.
 Price, per dozen.....19c
 If by mail, postage extra, per dozen, 5 cents.

Sponge Rubber.

No. 55E1920 Sponge Rubber, extra fine grade, very soft and pure, with solid rubber back. Very useful in cleaning drawings and erasing pencil lines, without disturbing ink lines. Price.....24c
 If by mail, postage extra, 3 cents.

Drawing Papers.

No. 55E1950 German Drawing Paper, an excellent white paper, strong, stands pencil erasing well, has slightly grained surface, suitable for work in pencil, ink or color.
 Size, 10x13 1/4 inches. Price, per quire (24 sheets) 18c
 Size, 13 1/2 x 20 inches. Price, per quire (24 sheets) 35c
 No. 55E1955 Whatman's Drawing Paper, either hot or cold pressed. This paper is hand made from the finest linen stock and is universally conceded by draftsmen to be the finest drawing paper made. The hot pressed has a smooth surface, mostly used for very fine drawing. The cold pressed has a finely grained surface, used for general drawings and water color work.
 Size, 13x17 inches. Price, per quire.....\$0.53
 Size, 15x20 inches. Price, per quire......78
 Size, 19x24 inches. Price, per quire.....1.50
 Size, 22x30 inches. Price, per quire.....2.60
 Size, 27x40 inches. Price, per quire.....4.65
 Always specify whether "hot" or "cold" pressed is desired.
 No. 55E1960 Cream Drawing Paper, the best paper made for preliminary drawings and sketching. Stands erasing perfectly, and takes pencil, ink, or water color well. The cream tint is agreeable to the eye, and admits of much handling without showing soil. Does not break when folded.
 Width, 30 inches. Price, per yard.....11c
 Width, 36 inches. Price, per yard.....13c
 Width, 42 inches. Price, per yard.....18c

Tracing Cloth.

No. 55E1970 Tracing Cloth, fine quality, one side glazed, the other side dull.
 Width, inches..... 30 36 42
 Price, per yard.....\$0.28 \$0.33 \$0.42
 Per roll of 24 yards..... 6.35 7.52 9.56

Tracing Paper.

No. 55E1972 Tracing Paper, dull finish, very tough and transparent. Takes either pencil or ink and stands erasing. Comes only in 20-yard rolls, 42 inches wide. Price, per roll of 20 yards.....\$1.05

Blue Print Paper.

No. 55E1975 Blue Print Paper, very best quality for architects' use. This is a satin finished paper, giving a rich, deep blue color and clear whites. Furnished with regular coating during the summer months and extra rapid coating during the winter months. Furnished in 10 and 50-yard rolls only.
 Width, inches..... 30 36 42
 Price, per roll of 10 yds.....\$0.54 \$0.62 \$0.68
 Per roll of 50 yards..... 1.98 2.30 2.57

DEVOS'S PREPARED OIL COLORS.

IN COLLAPSIBLE TUBES.

No. 55E2000 Genuine Devos Oil Colors for Artists, in collapsible tubes, made by F. W. Devos & Co.

Class A Colors.

*American Vermilion	Flake White
Antwerp Blue	Gamboge
Asphaltum	*Geranium Lake
Bitumen	Ivory Black
Blue Black	Indian Lake
Bone Brown	Indian Red
Brown Pink	Indigo
Brown Ochre	Italian Pink
Burnt Roman Ochre	King's Yellow
Burnt Sienna	Light Red
Burnt Umber	Lamp Black
Caledonian Brown	Magenta
Cappah Brown	Mauve
*Carmine Lake	Meglip
Cremnitz White	Mummy
Chrome Green, light	*Naples Yellow, light
Chrome Green, medium	*Naples Yellow, medium
Chrome Green, deep	*Naples Yellow, deep
*Chrome Yellow, light	Neutral Tint
*Chrome Yellow, medium	New Blue
*Chrome Yellow, deep	Oxford Ochre
Chrome Orange	Olive Green
Cologne Earth	Orpiment
Crimson Lake	Payne's Gray
Chinese Blue	Permanent Blue
Emerald Green	Purple Lake
	Prussian Blue
	Raw Sienna



Raw Umber	Terre Verte	Yellow Ochre
Roman Ochre	Transparent Gold	*Zinnober Green,
*Rose Lake	Ochre	Light
*Rose Pink	Vandyke Brown	*Zinnober Green,
Sap Green	Venetian Red	medium
Scarlet Lake	Verdigris	*Zinnober Green,
Silver White	Verona Brown	deep
Sugar of Lead	Yellow Lake	Zinc White

The name Devos on oil colors is an absolute guarantee of quality.
 Single Tube size. Price, per doz., 55c; each..5c
 Double Tube size. Price, per doz., 90c; each..8c

Class B Colors, 13 and 17 Cents.

No. 55E2002 Genuine Devos Oil Colors, Class B, as follows:
 Brown Madder
 Chinese Vermilion
 French Vermilion
 Perfect Yellow
 Carnation Lake
 Citron Yellow
 Green Lake
 Ruben's Madder
 Cerulean Blue
 English Vermilion
 Imperial Orange
 Sepia
 Single Tube size. Price, each.....13c
 Double Tube size. Price, each.....17c

Class C Colors, 17 and 21 Cents.

No. 55E2003 Genuine Devoe Oil Colors, Class C, as follows: Carmine, No. 2. Cobalt Blue. Cobalt Green. Emerald Green. Indian Yellow. Lemon Yellow. Madder Lake. Malachite Green. Oxide of Chromium. Viridian. Orange Vermilion. Pink Madder. Purple Madder. Rose Dore. Rose Madder. Scarlet Madder. Scarlet Vermilion. Strontian Yellow. Ultramarine. Viridian. Single Tube size. Price, each. 17c. Double Tube size. Price, each. 21c.

Class D Colors 20 and 26 Cents.

No. 55E2004 Genuine Devoe Oil Colors, Class D, as follows: Cadmium Orange. Cadmium Yellow. Cadmium Deep. Cadmium Pale. Single Tube size. Price, each. 20c. Double Tube size. Price, each. 26c.

Quadruple White Oil Colors at 20 Cents.

No. 55E2012 Devoe's Quadruple Prepared Colors. Flake white, silver white, cremnitz white. Price, each. 20c. If by mail, postage and mailing case extra, per tube, 19 cents.

Winsor & Newton Colors.

No. 55E2015 Winsor & Newton Oil Paints. In collapsible tubes. These are the well known imported paints, made in England, and, although more expensive than the American colors, are preferred by many artists. We furnish the Winsor & Newton Paints in all of the colors specified under No. 55E2000, except those marked with a star (*), and in addition the following colors: Chrome Yellow. Chrome Lemon. Chrome Deep. Cinnabar Green, Medium. Cinnabar Green, Deep. Naples Yellow, French. Naples Yellow, Light. Naples Yellow.

REMEMBER, colors under No. 55E2000 which are marked (*) are NOT made by Winsor & Newton. Furnished in single tubes only. Price, per dozen, 95c; each, 8c.

Devoe's Moist Water Colors.

No. 55E2030 Genuine Devoe's Moist Water Color Paints, in half pans. These water colors are made by F. W. Devoe & Co. Guaranteed in every respect, unexcelled in brilliancy of color, smoothness and permanency. Furnished in the following colors: Blue, Antwerp. Blue Black. Brown Pink. Brown Ochre. Burnt Umber. Burnt Sienna. Charcoal Gray. Chinese White. Chrome, Light. Chrome Yellow. Chrome, Deep. Chrome, Orange. Cologne Earth. Dragon's Blood. Emerald Green. Flake White. Gamboge. Hooker's Green No. 1. Hooker's Green No. 2. Indian Red. Indigo. Ivory Black. Kings' Yellow. Lamp Black. Light Red. Mauve. Naples Yellow. Neutral Tint. New Blue. Olive Green. Payne's Gray. Prussian Green. Prussian Blue. Raw Sienna. Raw Umber. Sap Green. Terre Verte. Van Dyke Brown. Venetian Red. Vermilion. Yellow Lake. Yellow Ochre.

Price, per dozen, \$1.00; each, 9c. If by mail, postage extra, per dozen pans, 10c. For water color paper, use Whatman's Cold Pressed No. 55E1955, on page 359.

Oils, Varnishes, Etc.

Unmailable. Always include a supply in your express and freight orders. No. 55E2102 Linseed Oil, purified. Price, 2-oz. bottle, 11c. No. 55E2103 Pale Drying Oil. Price, 2-ounce bottle, 14c. No. 55E2104 Nut Oil. Price, 2-ounce bottle, 15c. No. 55E2105 Peppy Oil. Price, 2-ounce bottle, 14c. No. 55E2110 Picture Mastic Varnish. Price, 2-ounce bottle, 23c. No. 55E2112 Picture Copal Varnish. Price, 2-ounce bottle, 19c. No. 55E2114 Retouching Varnish. Price, 2-oz. bottle, 19c. No. 55E2116 French Retouching Varnish. For oil or water color painting. Price, 2-ounce bottle, 20c. No. 55E2118 Genuine Mastic Varnish. Price, 2-ounce bottle, 33c. No. 55E2120 White Damar Varnish. Price, 2-oz. bottle, 17c. No. 55E2122 Siccatif de Harlem. Price, 2-oz. bottle, 25c. No. 55E2124 Siccatif de Country. Price, 2-oz. bottle, 23c. No. 55E2126 Spirits of Turpentine, rectified. Price, 2-ounce bottle, 9c. No. 55E2128 Japan Gold Size. Price, 2-ounce bottle, 18c. No. 55E2130 Fixatif, for charcoal and crayon drawings. Price, 2-ounce bottle, 13c. No. 55D2140 Japanned Tin Atomizer. Price, 9c.

Oil and Water Color Boxes.

Complete Outfits.

No. 55E2180 German Rembrandt Water Color Box, contains twelve moist water colors in half pans and one brush. Cover arranged as palette. Size, 3x6 1/2 inches. Price, 19c. If by mail, postage extra, 8 cents.

No. 55E2181 French Rembrandt Water Color Box, better quality than the German, contains twelve half pans of moist water colors and two fine brushes. Cover arranged as palette. Size, 3x6 1/2 inches. Price, 28c. If by mail, postage extra, 8 cents.

No. 55E2185 Large German Rembrandt Box, containing eighteen half pans and two tubes of moist water colors and two brushes. Cover arranged as palette. Size, 3 1/2 x 7 1/2 inches. Price, 40c. If by mail, postage extra, 12 cents.

No. 55E2195 Murillo Box, best water colors made, contains twelve half pans and two tubes of moist water colors and two fine brushes. Cover arranged as palette. Size, 3 1/2 x 6 1/2 inches. Price, 42c. If by mail, postage extra, 10 cents.

No. 55E2199 Large Murillo Box. Best French water color box made. Contains 16 colors in half pans and 2 moist water colors in tubes, 2 extra high grade brushes. Box provided with flap and cover arranged as palette. Size, 3 1/2 x 7 1/2 inches. Price, 58c. If by mail, postage extra, 16 cents.

No. 55E2203 Scholars' Box of Oil Colors. Contains 13 single tubes of Devoe colors, 1 bottle each pale drying oil and spirits of turpentine, 1 palette knife, 3 sable and bristle artist brushes, badger blender, palette cup, mahogany palette, tracing and transfer papers, 4 studies and 1 academy board. Polished wooden box, 11x6x2 inches. Price, \$1.55. Shipping weight, 3 1/2 pounds.

Oil Painting Outfits in Tin Boxes.

No. 55E2205 Amateur Box of Oil Colors. Contains 12 single tubes of Devoe paints, 1 tin bottle each pale drying oil and spirits of turpentine, steel palette knife, palette and palette cup, badger blender, 3 sable and 4 bristle brushes, charcoal and crayon holder. Japanned tin box, 11x6x1 1/2 inches. Price, \$2.60. Shipping weight, 3 1/2 pounds.

No. 55E2207 Companion's Box of Oil Colors. Contains 18 single and 1 double tube of Devoe paints, 2 super bristle, 1 Bright's bristle, 2 Russian sable Bright's, 2 red sable artists' brushes and 1 badger blender; 1 bottle each, linseed oil, poppy oil and spirits of turpentine; steel palette knife, palette cup, mahogany palette, porte crayon and charcoal. Japanned tin box, size, 11 1/2 x 8 1/2 x 2 inches. Price, \$4.25. Shipping weight, 5 pounds.

No. 55E2209 School Box of Oil Colors. Contains 24 single and 1 double tube of Devoe paints, 6 super bristle, 4 red sable, 2 Bright's bristle artists' brushes and 1 badger blender; 1 bottle each, pale drying oil, poppy oil and spirits of turpentine; steel palette knife, mahogany palette, palette cup, porte crayon and charcoal. Japanned tin box, 13x9x3 inches; flaps covering all materials, tray partitioned to hold one double or two single tubes in each space. Price, \$5.50. Shipping weight, 8 pounds.

No. 55E2212 Children's Non-poisonous Water Color Box. A very pretty and attractive set for young people. Contains 27 different colors with mixing pans and brushes. Price, 23c. If by mail, postage extra, 8 cents.

BOOKS ON ART.

Water Color Painting.

No. 3E081307 By Grace Barton Allen. Elementary instructions for beginners in the use of water colors. Simple and easily understood. No technical terms used; fully illustrated, including 24 colored plates. Cloth. Size, 5x7 1/2 inches, 250 pages. Price, 90c. If by mail, postage extra, 10 cents.

Amateur Art.

No. 3E08128 By Henri Clarise. Complete instructions for painting in oil or water colors, with chapters on the coloring of photographs, painting on velvet, silk, satin, wood and glass, with a special chapter on landscape painting. Board covers. Size, 6 1/2 x 8 1/2 inches; 85 pages. Price, 75c. If by mail, postage extra, 7 cents.

The Painter in Oil.

No. 3E080865 By Daniel Burleigh Parkhurst. A complete treatise on the painting of pictures in oil, with very complete chapters on materials. Cloth. Size, 5x7 1/2 inches; 400 pages, fully illustrated; two colored plates. Price, 90c. If by mail, postage extra, 12 cents.

How to Draw and Paint.

No. 3E08232 Complete instructions in outline, light and shade, perspective, sketching from nature, figure drawing, anatomy, landscape, marine and portrait painting. Board covers. Size, 5x7 1/2 inches; 140 pages; 100 illustrations. Price, 33c. If by mail, postage extra, 7 cents.

Crayon Outfits.

No. 55E2250 Crayon Outfit. Size, 6 1/2 x 9 1/2 inches and 1 1/2 inches deep; fitted. Containing white, black and red square crayons, sauce crayons, colored crayons, Conte's black crayon pencil, charcoal, paper, leather and rubber stumps, thumb tacks, porte crayon, crayon pointer, bevel rubber, crayon paper and studies. Shipping weight, 2 pounds. Price, \$1.75.

No. 55E2255 Palette Crayon Outfit. Size, 5 1/2 x 6 1/2 inches, containing square black crayons, velour sauce crayons, leather and paper stumps, tortillon stumps and porte crayon. The box is so arranged that it can be held in the hand and the chamois lined cover used for stumping. Price, 90c. If by mail, postage extra, 12 cents.

No. 55E2275 Conte's Square Black Crayon, hard, medium and soft. Weight, 3 ounces. Price, 3c. No. 55E2279 French Charcoal, first quality, 6 inches long, in boxes of 50 sticks. Price, per box, 15c. If by mail, postage extra, 5 cents.

No. 55E2288 Crayon Holders, brass. Price, 6-inch, 7c; 5-inch, 6c; 4-inch, 5c. If by mail, postage extra, 2 cents.

No. 55E2301 Conte's Crayon Sauce, put up in full packages. Weight, 2 ounces. Price, each 5c. Per dozen, 55c. No. 55E2321 Tortillon Stumps, paper, 12 in a package, white or gray. Price, 4c. If by mail, postage extra, 2 cents.

No. 55E2323 Nigrivorine Stumps, rubber. Small. Price, 2 for, 5c. Medium. Price, 2 for, 9c. Large. Price, 2 for, 13c. If by mail, postage extra, 2 cents.

Prepared Canvas for Oil Painting.

No. 55E2360 First quality, smooth, 30 inches wide. Price, per roll (6 yards), \$3.45; per yd., \$0.62. 36 inches wide. Price, per yard, .68. Per roll (6 yards), 3.95. Weight, per yard, 2 pounds.

Prepared Smooth Sketching Canvas for Oil Painting.

No. 55E2372 28 inches wide. Price, per yd., \$0.45. Per roll (6 yards), 2.15. 31 inches wide. Price, per yard, .50. Per roll (6 yards), 2.65. 37 inches wide. Price, per yard, .60. Per roll (6 yards), 3.30. Weight, per yard, 2 pounds.

Pastel and Crayon Papers.

No. 55E2390 French Pastel Paper, Royal, 19x25 inches. Price, per doz. sheets, \$1.98; per sheet, 18c. Super Royal, 22x28 inches. Price, per dozen sheets, \$2.50; per sheet, 23c. No. 55E2395 French Tinted Crayon Paper, Royal, 19x24 inches. Price, per quire, 95c; per 1/2 dozen sheets, 50c. No. 55E2398 French Charcoal Paper. Size 19x25. Price, per quire 50c; per 1/2 doz. sheets, 14c. Unmailable. Always include a supply in your freight and express orders.

Academy Board.

No. 55E2400 We furnish this Academy Board in two surfaces, smooth or rough. When surface is not specified, we always send smooth. Size, 6x9. Price, per dozen, \$0.28; each, 3c. Size, 9x12. Price, per dozen, .52; each, 5c. Size, 12x18. Price, per dozen, .86; each, 8c. Size, 18x24. Price, per dozen, 2.20; each, 20c. Size, 22x27. Price, per dozen, 4.25; each, 35c. Size, 23x30. Price, per dozen, 5.25; each, 45c. As it is unprofitable to send academy board by mail, we suggest that you order it in as large quantities as possible when you have a freight or express shipment coming, thus effecting the greatest possible saving. No. 55E2450 Paper Mache Plaques, round. Price, 12 inches in diameter, 30c; 8 inches, 17c.

Interchangeable Stretcher Strips.

These strips are double mortised and tenoned, strong and will not warp. No. 55E2501 Regular width, 1 1/2 inches. Any length from 6 to 36 inches (in even inches). Price, per dozen, 56c.

Miscellaneous.

No. 55E2510 Mahogany Palettes. Price, 10-inch, oiled, 13c; 9-inch, oiled, 9c. Price, 10-inch, polished, 35c. No. 55E2525 Japanned Palette Cups with cover. Price, double, 15c; single, 12c. No. 55E2530 Improved Single Palette Cup, covered bottom, liquidproof cover. Price, 13c. No. 55E2535 Wooden Canvas Pins. Price, per dozen, 20c. No. 55E2545 Ebony Handled Palette Knife. Price, 5-inch, each, 27c; 4-inch, each, 23c. Price, 3 1/2-inch, each, 20c; 3-inch, each, 19c.

Artists' Brushes.

These brushes are made by the leading manufacturer of this class of goods. This guarantees you the best brushes it is possible to produce. At our prices you get the finest at a saving of 50 to 60 per cent. No. 55E2601 Artists' Red Sable Brushes, for oil painting, photographers, etc., polished handles, round or flat, in the following sizes and prices: No. 1 Price, 4c No. 5 Price, 6c No. 9 Price, 7c No. 2 Price, 5c No. 6 Price, 6c No. 10 Price, 9c No. 3 Price, 5c No. 7 Price, 6c No. 11 Price, 9c No. 4 Price, 5c No. 8 Price, 7c No. 12 Price, 10c

No. 55E2607 Artists' Red Sable Flat "Brights" Brushes, for oil painting, square touching. Polished handles, nickel ferrules, in the following sizes and prices:

Table listing brush prices: No. 1 Price, 6c; No. 2 Price, 8c; No. 3 Price, 10c; No. 4 Price, 12c; No. 5 Price, 14c; No. 6 Price, 16c; No. 7 Price, 17c; No. 8 Price, 18c; No. 9 Price, 22c.

No. 55E2609 Artists' Russia Sable Brushes, for oil painting, polished handles, nickel ferrules, round or flat in the following sizes and prices:

Table listing brush prices: No. 1 Price, 4c; No. 2 Price, 4c; No. 3 Price, 4c; No. 4 Price, 5c; No. 5 Price, 5c; No. 6 Price, 6c; No. 7 Price, 6c; No. 8 Price, 6c; No. 9 Price, 7c; No. 10 Price, 7c; No. 11 Price, 8c; No. 12 Price, 8c.

No. 55E2612 Red Sable Water Color Brushes, polished handles, nickel ferrules, in the following sizes and prices:

Table listing brush prices: No. 0 Price, 6c; No. 1 Price, 8c; No. 2 Price, 10c; No. 3 Price, 12c; No. 4 Price, 15c; No. 5 Price, 20c; No. 6 Price, 25c; No. 7 Price, 30c.

No. 55E2615 English Bristle Artists' Brushes, super quality, polished handles, in the following sizes and prices:

Table listing brush prices: No. 1 Price, 4c; No. 2 Price, 4c; No. 3 Price, 4c; No. 4 Price, 5c; No. 5 Price, 5c; No. 6 Price, 6c; No. 7 Price, 6c; No. 8 Price, 7c; No. 9 Price, 7c; No. 10 Price, 7c; No. 11 Price, 8c; No. 12 Price, 8c.

Any one of the above brushes by mail, postage extra, 3 cents.

Our Favorite Gold Enamel.



No. 55E2703 Decorates anything and everything. It is used on furniture, frames, slippers, shoes, bicycles, baby carriages, baskets, tables, chairs, railing, artificial flowers, albums, statues, bric-a-brac, glasses, bottles, ornamental candles, gas fixtures, ceilings, center-pieces, candlesticks, flower pots, inkstands, clocks, grates, iron bedsteads, sewing machines, earthenware, etc. Can be washed with soap and water.

Small size. Price.....17c Large size. Three times as much as in the small size. Price.....30c If by mail, postage extra, small size, 12 cents; large size, 20 cents.

Our Special Gold Enamel.

No. 55E2705 Our Special Gold Enamel, for gilding picture frames, bric-a-brac, earthen and iron ware, and all kinds of ornamental work. Can be washed with soap and water. Absolutely guaranteed.

Small size. Price.....12c Large size. Three times as much as in the small size. Price.....32c If by mail, postage extra, small size, 12 cents; large size, 20 cents.

No. 55E2706 Our Special Gold Enamel, contains six assortments of bronze powder in 4-oz. vials, two brushes, two mixing pans and a 1-ounce bottle of mixing liquid. Just the thing for getting different shades on your decorating work. Price.....22c If by mail, postage extra, 12 cents.

Japanese Gold Paint.

No. 55E2708 For gilding ornamental candles and all kinds of wax work, gilding fancy baskets, frames and every variety of woodwork, gilding metallic ornaments, albums, stationery and all kinds of paper work, etc. Put up in attractive highly polished wooden box with brush. Small size. Price.....15c Large size, three times the quantity. Price.....29c If by mail, postage extra, small size, 8 cents; large size, 16 cents.

No. 55E2710 Our Special Ready Mixed Gold Paint. Put up just like No. 55E2708. Extra good quality, for all kinds of ornamental gilding. Price, large size, 19c; small size.....10c

No. 55E2712 Gold and Aluminum Ready Mixed Enamel Paint. Put up in 1/2 pint cans. We especially recommend this paint for recovering large pieces such as iron bedsteads, chairs, exposed plumbing, etc. Gold, price, 23c; Aluminum, price.....17c If by mail, postage and mailing case extra, 15c.

Flitters.

No. 55E2725 Bronze Flitters or Leaf Brocades, for sign work. Highest grade flitters made. Used everywhere by professional sign painters and decorators. Price, per lb.....72c Pale gold and rich gold.....0.68 6c Copper and crimson......72 7c Blue, orange, fire, green and lexon......83 8c Silver and aluminum..... 1.10 9c

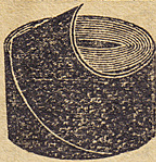
One-half pound lots furnished at pound rates. Less than one-half pound lots at ounce rates only.

No. 55E2730 Best Gold Bronze Powder, for ornamental and decorative purposes. Furnished in three shades, light or rich gold, medium or pale gold and deep gold. Price, per pound, 72c; per ounce, 7c

No. 55E2732 Aluminum Powder, best grade. Price, per pound, 98c; per ounce.....9c

No. 55E2733 Diamond Dust, for decorating cards, fancy work, etc. Comes in 4-ounce packages. Price, per package.....14c

No. 55E2735 Liquid for Mixing Bronze Powder. Price, per Price, per Price, per Price, per Price, per 4-oz. bottle 1-pint can 1-quart can 1-gallon can 6-gallon can 8c 14c 25c 90c \$3.50



Passe-Partout Binding

No. 55E2801 New Pebbled, Gummed Passe-Partout Paper Binding, put up in continuous rolls, 36 feet in length, for binding pictures, embroidered linen frames, mats and prints of all kinds that require protection under glass. Colors, black, white, brown, green, gray, red or blue.

Price, per dozen rolls, 90c; per roll.....8c If by mail, postage extra, per roll, 3 cents.

No. 55E2802 Passe-Partout Paper Binding, pebbled, gummed, 36 feet to roll. Colors, silver and gold. Price, per dozen, \$1.80; per roll.....16c If by mail, postage extra, per roll, 3 cents.

No. 55E2807 Brass Rings and Metal Fasteners, used for backs of passe-partout frames, put up in boxes containing 36 rings and 36 fasteners. Price, for the 36 rings and 36 fasteners.....18c If by mail, postage extra, 5 cents.

Passe-Partout Hangers.

No. 55E2812 Leaf Shaped Passe-Partout Hangers, with suspension rings. Packed 25 in box. Price.....8c Packed 100 in box. Price.....25c

If by mail, postage extra, per box of 25, 5 cents; per box of 100, 7 cents.

Passe-Partout Outfits.

No. 55E2806 Passe-Partout Outfit, containing 6 printed cardboard mats, round and square openings, easel supports, 1 roll of black gummed binding, tube of paste, glass cutter, assortment of hanging devices, and a book of instructions. Put up in telescope covered box. Size, 10x7 1/2 x 1 inches. Weight, packed for shipment, 25 ounces. Price, 45c



If by mail, postage extra, 25 cents.

No. 55E2831 Passe-Partout Outfit, containing 12 tinted cardboard mats, round and oval openings with mounts and easel, 8 rolls of binding, assorted colors, 1 tube of paste, 1 tube of glue, 1 glass cutter, instruction book and an assortment of devices for hanging pictures, etc. Put up in telescope case box. Size, 10x12 inches. Weight, packed for shipment, 3 1/2 pounds. Price, 89c

If by mail, postage extra, 55 cents.

Surveyors' Compasses with Levels.

No. 55E3001 Surveyors' Compass with folding hooked sights, fine English bar needle, jewel mounted, with sliding stop, full circle divisions engraved on silver metal dial, raised to level of needle. This compass is fitted with two spirit levels, greatly increasing the accuracy and efficiency. Length of needle, 2 1/2 inches. Price complete, including Jacob staff mounting with ball and socket joint, as shown in the illustration.....\$8.40



If by mail, postage extra, 28 cents. No. 55E3003 Surveyors' Compass, same as No. 55E3001, but larger. Length of needle, 3 inches. Price, complete.....\$9.45 If by mail, postage extra, 35 cents.

Surveyors' Vernier Compasses.

No. 55E3011 Surveyors' Vernier Compass. Best English make, finest materials and workmanship throughout, bronze finish. Made with two very sensitive spirit levels for accurate adjustment. A fine vernier for close readings. Best agate mounted English bar needle and set screw stop. The full circle divisions are engraved on a silver metal dial raised to level of needle. Length of needle, 3 1/2 inches. Shipping weight, 4 pounds. Price, complete, including ball and socket joint mounting suitable for either Jacob staff or tripod.....\$13.95 No. 55E3012 Surveyor's Vernier Compass, same as No. 55E3011, but larger. Length of needle, 4 1/2 inches. Shipping weight, 5 pounds. Price, complete.....\$15.95

NOTE-Tripods are not included at above prices. See No. 55E3033 for prices on suitable tripods.



The Needle 15 inches long, made of special magnetic steel, swung on a jeweled center, and This Compass is put up in a substantial, finely finished mahogany box with lock and Shipping weight, 25 pounds. Price, without tripod.....\$32.40 Jacob Staff Mountings with ball and socket joint, extra..... NOTE-If compass is to be used with tripod, the Jacob Staff mountings will not be See No. 55E3036 for prices on suitable tripod.

Compass Tripods and Jacob Staffs.

No. 55E3030 Jacob Staff, a straight, hardwood stick with metal shoe and tapered top, suitable for any of the compasses previously described. Price.....75c

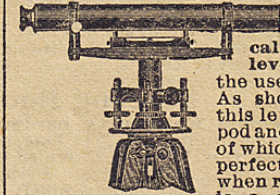
No. 55E3033 Compass Tripod, light weight, good quality, suitable only for compasses Nos. 55E3011 and 55E3012. Price.....\$3.90

No. 55E3036 Compass Tripod, extra quality, heavy, made especially for compass No. 55E3021. Price.....\$4.60

55E3033

55E3036

Drainage Level, \$23.90.



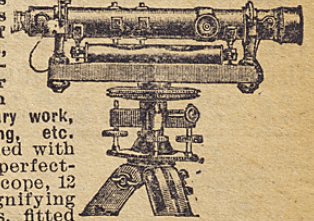
No. 55E3046 This is a thoroughly practical, accurately constructed level, designed especially for the use of farmers and ditchers. As shown in the illustration, this level is provided with tripod and leveling head, by means of which the instrument can be perfectly leveled up and kept so when revolved. The telescope is a powerful, high grade, achromatic instrument, 12 inches long and made with fixed crosshairs inside which cannot get out of adjustment. With this telescope a leveling rod can be read at a distance of 500 feet. The telescope carries a carefully ground spirit level, adjustable by two nuts and so sensitive that a difference of 1/4 of an inch in 100 feet can be easily determined. The entire instrument is constructed of bronze metal, finely finished, with the best workmanship throughout. Shipping weight, 12 pounds.

Price, complete with tripod and box.....\$23.90

No. 55E3047 Drainage Level, same as No. 55E3046 but fitted with horizontal circle so that angles reading to single degrees can be turned off, thus making a very suitable instrument for builders. Price, complete with tripod and carrying case.....\$28.00

Architects' Level, \$44.75.

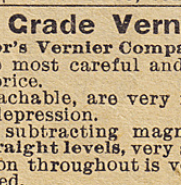
No. 55E3049 This level exactly meets the requirements of architects, builders, millwrights, engineers, surveyors or others engaged in construction, sanitary work, drainage, road leveling, etc. This level is provided with an extra high grade perfectly achromatic telescope, 12 inches long, magnifying power 20 diameters, fitted with fine crosshairs, and adjustable eyepiece for precise focusing of the crosshairs. With this telescope a leveling rod can be read at a distance of 600 feet. The instrument revolves upon a horizontal circle 3 1/2 inches in diameter, graduated from 0 to 90 each way and is read to 5 minutes by vernier fixed to spindle. The level, ground absolutely true, with very sensitive bubble, is graduated and securely mounted under the telescope. We furnish this level complete with metal trivet, substantial tripod, fine hardwood box with lock and strap. Shipping weight, 22 pounds. Price, complete.....\$44.75



Vernier Transit Compass, \$69.00.

No. 55E3057 This Transit is an ideal instrument for county surveyors or others who want to do good land surveying, but do not care to invest the large amount usually charged for a transit. This instrument is provided with a very substantial leveling arrangement, with two straight levels, a powerful telescope 8 inches long, with fine crosshairs and rack and pinion focus movement. The compass is 6 1/2 inches in diameter, with variation plate inside the circle. Length of needle, 5 1/2 inches. Provided with clamp and tangent screw to center. This instrument is no heavier than an ordinary compass, the weight without tripod being only 8 pounds. We include with this instrument a good tripod, plumb bob, shade, adjusting pin, screwdriver, magnifying glass and substantial mahogany box with lock and carrying strap. Shipping weight, 28 pounds. Price, complete.....\$69.00

No. 55E3058 Vernier Transit Compass, same as No. 55E3057, but with level and clamp to telescope, making instrument available for regular leveling work. Price, complete.....\$82.00



Extra High Grade Vernier Compass.

No. 55E3021 This Surveyor's Vernier Compass is an extra high grade instrument, made throughout in the most careful and accurate manner, the very best compass on the market at any price.

The sights, which are detachable, are very firm and rigid, and graduated for taking angles of elevation and depression.

The vernier for adding or subtracting magnetic variations of the needle is placed under the glass. Two straight levels, very sensitive, are provided for leveling, and the entire construction throughout is very heavy and substantially finished and accurately adjusted.

The Needle 15 inches long, made of special magnetic steel, swung on a jeweled center, and This Compass is put up in a substantial, finely finished mahogany box with lock and Shipping weight, 25 pounds. Price, without tripod.....\$32.40 Jacob Staff Mountings with ball and socket joint, extra.....

NOTE-If compass is to be used with tripod, the Jacob Staff mountings will not be See No. 55E3036 for prices on suitable tripod.

from
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Chesterman Chains.

No. 55E3101 Iron Chain, made of best iron wire, with two oval rings between links, brass swivel handles, brass tallies.

Length, 2 poles. Price.....\$1.60
Length, 4 poles. Price..... 2.50
Length, 50 feet. Price..... 1.30
Length, 100 feet. Price..... 2.75

No. 55E3103 Steel Chain, made of best cast steel wire, hardened, tempered and polished, two oval rings between links, brass swivel handles and brass tallies.

Length... 2 poles 4 poles 50 feet 100 feet
Price.....\$2.45 \$4.50 \$2.65 \$5.00

No. 55E3105 Braze Steel Chain, same as No. 55E3103, but with all joints brazed, making a solid chain. The best chain made.

Length.... 2 poles 4 poles 50 feet 100 feet
Price.....\$4.00 \$7.50 \$4.25 \$7.75

NOTE—The 2-pole and 4-pole chains are divided into links and tallied every 10th link. The 50-foot and 100-foot chains are divided into feet and tallied every 10 feet.



Steel Tape.

No. 55E3107 Surveyors' Steel Tape, used by both, engineers and building contractors. This tape is 100 feet long and is tallied at the end of every foot. The first and last foot is tallied each tenth of a foot. One of the most durable and useful chains on the market. Is provided with brass handles at each end and comes wound on strong iron reel to prevent tangling.

Price, complete.....\$3.95

Arrows or Marking Pins.

No. 55E3109 Arrows or Marking Pins, iron, 15 inches long, in sets of eleven. Per set.....\$5.50

No. 55E3110 Arrows or Marking Pins, steel, best grade, 15 inches long, in sets of eleven. Price, per set.....\$5.00

Leveling Rods and Poles.

No. 55E3131 Philadelphia Rod, heavy, hardwood, divided into feet and 10ths, vernier reading to 100ths, with target, vernier and clamp. 7 feet long, sliding out to 13 feet. Price.....\$9.90

No. 55E3133 Architects' Rod, hardwood, divided into feet, inches and 1/4 inches; with target, vernier and clamp. 5 1/2 feet long, sliding out to 10 feet. Price.....\$5.10

No. 55E3145 Ranging Pole, best seasoned wood; octagonal, painted red and white, alternating every foot. Price, 10 feet, \$2.12; 8 feet, \$1.92; 6 feet, \$1.70

A New Art—PAINTOGRAPHY.

THE NEW CHINA PAINTING.
BRILLIANT, ARTISTIC EFFECTS.

NO FIRING OR BAKING.
BEAUTIFUL ORNAMENTS.

THE FINISHED PIECES COMMAND A READY SALE, and by devoting a little time to this simple, fascinating art, you can make big money. No knowledge of painting or designing is necessary, as the various pieces of pottery, as illustrated below, some all complete in hundreds of beautiful patterns. The paints are furnished all prepared and ready for use, and all that is necessary is a little care in applying the paint to the pottery, simply following the lines of the design as it shows on the piece.

IN ORDINARY CHINA PAINTING the work must be sent, after the painting is completed, to the kiln and fired or baked, but in this new Paintography, the paints dry within a very few hours to a rich, brilliant glossy finish, requiring no further attention of any kind.

FULL INSTRUCTIONS, simple and easily understood, are furnished with every outfit which we sell, and anyone with the slightest artistic taste can produce these rich and beautiful potteries.

THE EXPENSE IS VERY SMALL, nothing is required but the piece of pottery, as listed below, a small supply of paints and some brushes.

THE VARIETY OF DESIGNS is almost limitless. We are able to show in the illustration below, only a few of the hundreds of patterns which we can furnish.

Artistic vases, plates, trays, jardinières, handsome flower pots, candle sticks, jars, etc., are furnished in an endless variety of designs and artistic patterns.



Plates.

No. 55E4200 This small illustration shows you one of the many beautiful designs we furnish in plates for the new art of Paintography. Furnished in nine different sizes, as follows:

Diameter, inches	Price, per Dozen, Assorted Designs	Price, each
3 5/8	\$ 1.35	\$0.13
4 3/8	1.80	.17
5 1/4	2.70	.25
5 5/8	3.60	.33
7 1/2	5.40	.49
8	7.20	.65
8 7/8	7.90	.72
10 3/8	10.80	.98
12 1/4	16.20	1.48

Square and Oval Trays.

No. 55E4205 An assortment of very artistic trays, in both square and oval shapes, can be used for ornaments, for card receivers, on dressing tables, etc. Furnished in six different sizes, as follows:

Size, inches	Price, per Dozen, Assorted Designs	Price, each
4 3/8 x 3 1/4 square, shallow	\$2.70	25c
7 x 3 square, shallow	2.70	25c
5 3/8 x 4 1/4 square, shallow	2.70	25c
7 1/4 x 4 3/8 square, deep	4.05	37c
10 3/8 x 4 1/2 oval, shallow	3.60	33c
12 1/4 x 5 oval, deep	7.20	65c



Vases.

No. 55E4210 These vases constitute some of our very handsomest designs and are suitable for ornaments and for flowers. They come in a great variety of beautiful designs besides those shown in our illustrations, and if you order a quantity we will be careful to send a very fine assortment. Made in five different sizes, as follows,



Size, inches	Price, per Dozen, Assorted Designs	Price, each
4 3/8 x 3 1/4 square, without handle	\$ 5.40	\$0.49
7 x 3 square, with handle	8.10	.74
5 3/8 x 4 1/4 square, with two handles	9.45	.86
7 1/4 x 4 3/8 square, with two handles	10.80	.98
10 3/8 x 4 1/2 oval, with handle	13.50	1.23



Jardinières.

No. 55E4215 Beautiful and practical, both for ornaments and fern dishes, or for holding potted plants. Made in three different sizes, as follows, each size in a beautiful variety of designs:

Size	Height	Price, per Dozen, Assorted Designs	Price, each
5x3 1/4 inches	3 inches	\$ 7.20	\$0.65
6x3 1/2 inches	3 inches	10.80	.98
8x4 inches	4 1/2 inches	13.05	1.18

Flower Pots.

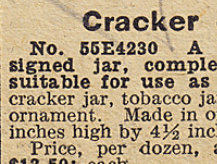
No. 55E4220 Beautiful and highly ornamental designs for potted plants. In use, the ordinary flower pot containing the plant is set inside of these ornamental pots. Made in three different sizes, as follows:

Height	Diameter	Per Dozen	Price, each
4 1/2 inches	4 1/4 inches	\$ 7.20	\$0.65
5 1/2 inches	5 inches	10.80	.98
6 1/2 inches	6 inches	13.05	1.18



Ornamental Candle Sticks.

No. 55E4225 A very handsome candle stick, made in a variety of beautiful designs, one of which is shown in our illustration. Size, 6 1/4 inches in diameter, 3 inches high. Price, each.....\$0.60 Per dozen, assorted designs..... 6.75



Cracker Jars.

No. 55E4230 A beautifully designed jar, complete with cover, suitable for use as a sugar bowl, cracker jar, tobacco jar or simply as an ornament. Made in one size only. 7 1/2 inches high by 4 1/2 inches in diameter. Price, per dozen, assorted designs, \$13.50; each.....\$1.22

Ash Receivers.

No. 55E4235 Very handsome little pieces, suitable for use as toothpick or match holders or ash receivers. Our illustration shows one of the very many handsome designs in which these pieces are furnished. Made in one size only. Size, 2 1/2 inches in diameter by 2 inches high. Price, per dozen, \$3.60; each.....33c

PAINTOGRAPHY SUPPLIES.

Ground Lacquer.

No. 55E4240 This is a preparation which is applied to the surface of the pottery before commencing to decorate it. It is necessary to use this ground lacquer in order to suitably prepare the surface of the pottery to receive the paints. Put up in sealed tin cans.

Price, per can.....\$0.10
Per dozen cans..... 1.15

Thinning Liquid.

No. 55E4241 The special paints used in paintography have a tendency to thicken after the can is opened, and this thinning liquid is added to the paint when it has become thickened, in order to keep it at the proper consistency for using. Put up in sealed tin cans.

Price, per can.....\$0.10
Per dozen cans..... 1.15

Gold Bronze.

No. 55E4242 This is a special preparation of gold bronze, put up especially for paintography work. It is always used, being put on as the ground work before the colored paints are put on, the paint being applied over the gold bronze, allowing the gold bronze to show through wherever desired in accordance with the designs of the piece. Put up in sealed tin cans.

Price, per can.....\$0.15
Per dozen cans..... 1.75

Enamel Paints.

No. 55E4245 The paints used in paintography differ from ordinary paints, in that they dry very quickly when applied and require no firing or baking, nor after treatment of any kind, drying down very quickly to an exceedingly hard, brilliant and highly glossy enamel finish. These paints are put up in tin cans and are furnished in the following colors:

- White,
- Black,
- Salmon,
- Dark Rose,
- Vermillion,
- Garnet,
- Violet,
- Turquoise,
- Light Green,
- Nile Green,
- Hunter Green,
- Chestnut Brown,
- Indian Yellow,
- Canary Yellow,
- Sapphire,
- Cornflower Blue.

Price, per can.....\$0.11
Per dozen cans, any of the above colors..... 1.25

NOTE: Remember that the ground lacquer, the thinning liquid and the gold bronze are used constantly, and no outfit is complete without a full supply of these three articles.

No. 55E4248 Brushes for Paintography Papered sable, with long, polished handles. Size 1, 2, 3 and 4. Price each, any size.....\$0.10

We recommend that you include several sizes of brushes in your order. No. 4 is used for coarse designs and No. 1 for the finest designs.

Complete Paintography Outfits.

As a matter of convenience to beginners in this new art, we have put up the following complete outfits:

No. 55E4250 Paintography Outfit No. 1 consists of the following items:

- 3 cans of Paint, assorted colors.
- 1 can Ground Lacquer.
- 1 can Thinning Liquid.
- 1 can Gold Bronze.
- 2 Brushes.
- 1 Plate, 3 3/8 inches in diameter.
- 1 Toothpick Holder.

Price for this outfit, complete.....1.00

No. 55E4255 Paintography Outfit No. 2 contains the following items:

- 5 cans of Paint, assorted colors
- 1 can Ground Lacquer.
- 1 can Thinning Liquid.
- 1 can Gold Bronze.
- 3 Sable Brushes.
- 1 Plate, 5 1/2 inches in diameter.
- 1 Handsome Vase, 4 inches high.

Price for the outfit, complete.....\$1.60

No. 55E4260 Paintography Outfit No. 3 contains the following items:

- 7 cans of Paint, assorted colors.
- 1 can Ground Lacquer.
- 1 can Thinning Liquid.
- 1 can Gold Bronze.
- 4 Brushes, assorted sizes.
- 1 Plate, 7 1/2 inches in diameter.
- 1 Large Vase, 6 1/2 inches high, with two handles.

Price for the outfit, complete.....\$2.35

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IN OUR PROFITS.

We not alone save you the greatest possible amount of money on your purchases, but with every purchase over \$1.00 you get a PROFIT SHARING CERTIFICATE, and these will soon enable you to get something very valuable, entirely free of charge, as explained on the last pages.