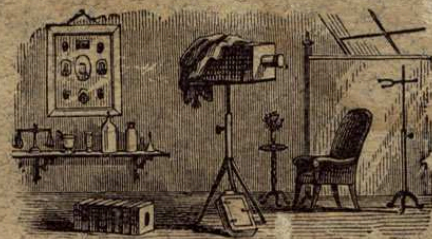


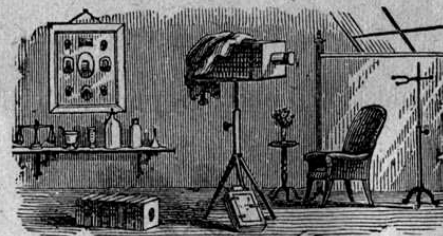
NEW
ILLUSTRATIVE CATALOGUE
OF
AMATEUR
PHOTOGRAPHIC
EQUIPMENTS.



NEW YORK ;
SCHULTZE PHOTO EQUIPMENT CO.
5 Chatham Square.

LP 255

NEW
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INTRODUCTORY.

Hitherto, Photography was considered an art requiring years of study and practice, and very costly apparatuses, also buildings erected for the purpose; but since the introduction of "Gelatino Bromide Dry Plates," "The Improved Champion Camera," and "Schultze's New Process of Photography," this is all done away with. To-day *any person*, even a child, can by following the plain, simple instructions we send with each equipment, make just as good photos as a professional photographer with the old process.



SIMPLICITY OF OUR PROCESS.

This process makes Photography simple, pleasant and successful. Full and explicit directions are sent with every equipment, also negatives illustrating the various stages of working and modes of operating; everything is so minutely described that no one can go astray or be disappointed.

This process also dispenses entirely with the preparation of chemicals by the operator. He finds already prepared, and distinctly labeled, everything necessary for his work, and when these materials are exhausted they can be renewed by us at a very low price.

THE SUPERIORITY OF OUR EQUIPMENTS.

Our Cameras are not mere toys; they have been used and approved by eminent photographers. No apparatus can compare with that manufactured by us, in durability, accuracy and elegance of finish. It is in use in all parts of the world, and has by its merits won this widespread reputation. Be not deceived by imitations.

The Improved Champion Cameras are warranted to produce pictures of the highest excellence ; they are accurate in every respect, and for compactness, durability and style they have no equal. The wise maxim, always to get the best, certainly applies to photo equipments. At the outset they may cost a little more, but in the end you will find them the cheapest, because the best work is produced from them.

Unfortunately, the increasing demand has led many persons to engage in the manufacture and sale of apparatuses and materials that are quite inadequate for the attainment of satisfactory results. We therefore point with pride to the intrinsic value of every item in our list—the outcome of long and diligent effort and experience in the field of photography and the preparation of photographic supplies. There is no danger of the Champion Camera getting out of order. It is strong, durable, and its working is understood instantly. It is positively the cheapest and most economical equipment in use. We have figured everything with the idea of getting up good, reliable and prac-

tical equipments at moderate prices, so that those desiring can afford to buy. It takes very little work to pay for an equipment. The extreme compactness of our equipments is admirable, and renders them more convenient and portable, to a greater degree than others.

Our equipments work just as well indoors as outdoors. No skylight is necessary, as they work perfectly in an ordinary room with one or two windows ; they also work just as well in cloudy as in clear weather.

The Improved Champion is no new untried Camera, and its proprietors are not green in the business. The Camera has been before the public over four years, has an honorable record, and its manufacturers have had over 30 years' experience in photography. You can order an equipment and feel positive it will suit you. We put no useless toy lenses on our Cameras, which cannot be used for making portraits, and will only make poor photos of scenery, &c. The lenses on our Cameras are guaranteed to be such as are used by professional photographers in every first-class photographic gallery. They make both the finest portraits

and the finest views. Every article enumerated in this catalogue has our guarantee, and we will refund money for anything that is not just as represented.

IS PHOTOGRAPHY PROFITABLE?

You cannot engage in a more profitable business than photography, nor anything more genteel or gentlemanly. The profits are enormous, being in some instances 500 per cent. above cost. Don't be afraid to order an equipment for fear you would not get enough to do, for besides portrait photography there are hundreds who will employ you to photo houses, landscapes, furniture, etc., and such will bring in many dollars. Don't delay, order at once; remember, "Procrastination is the thief of time." Delays are dangerous. "Strike while the iron is hot," and see the sparks fly.

Think of it! A fine equipment requires but a small outlay. Suppose, for instance, \$16 be invested, the interest on that sum at 10 per cent. is \$1.60 per year. One job will pay you that sum, and more. In many towns there are no

photographers. In such places is the richest kind of a field to use one of our equipments. Anybody can make it pay immensely, and you will become a well-known and important citizen. An equipment run at fairs and summer resorts pays big. We know of a young man who averaged \$13 a day at a large fair.

How about traveling with an equipment, did you say? Does it pay? Well, now, we should say it did. During the past year the business of photographing city and farm residences, family groups at home, farm stock, school-houses and scholars in groups, churches, factories, country views, etc., has rapidly developed. The men who are doing this have a very easy way of getting orders, entirely different from soliciting.

They start out early in the morning with a good stock of dry plates and their Camera in hand, all weighing but a few pounds, approach a residence or building of any kind, and at once note from what point they can get the most attractive view of it; then politely telling the owner you are photographing the notable scenery and buildings in that

neighborhood, you request him and family to stand at the window or door, or other natural position. Well, the novelty of having a photographer, with full equipment appear unexpectedly at his very door, at once excites his curiosity, and he readily complies with your request, and in five seconds or less you have the negative. While this is being done you quietly suggest that "Nero," the family dog, or the fine team, would make an interesting picture; and by this time the whole family cannot resist the temptation to have a photograph of themselves or some favorite article, and it is so "cute" to have it done right at home, no fixing up to do. Even the hired man has his taken in his shirt sleeves, slouch hat, cowhide boots, and tools in hand. In 30 minutes you have from Mr. A's from one to five negatives, and passing on to his neighbor, Mr. B., you call him out, in the same manner, and in addition remark that you have just photographed Mr. A's residence and family, his dog, blooded cow, or horse, and immediately Mr. B. will try to outdo Mr. A. In this manner you continue till about 4 P. M., and then go home with your twenty or thirty neg-

atives, develop them and get them ready for printing the next day. From one negative you can print 1,000 photographs, if necessary, and every negative you take will be worth from one to two dollars profit to you. A school is a perfect bonanza for you. Only one negative is required, from which you can print as many photographs as there are scholars in the group. At 50 cents each you will clear from \$10 to \$15 profit on the school. Photography is unquestionably the most profitable of the regular trades. No chance of failure unless through laziness.

PHOTOGRAPHY FOR BOYS AND YOUNG MEN.

Nothing in the world will give you as much pleasure, real enjoyment, and earn for you as many dollars as a photo equipment. What else gives you fun and pocket money besides? Any boy 10 years old can with the instructions we give make good pictures. Parents, teachers and all others having the care of young people should encourage them in amateur photography. It gives them a safe and beneficial amusement; they love the fun, and get a

good idea of business from the work ; they do not tire of it, because of its never ending novelty and variety,

PHOTOGRAPHY FOR BUSINESS MEN.

Merchants, take pictures of your merchandise. Mechanics, photograph your models, machinery, etc. Artists, take a portrait and throw it up on your paper or canvas. Real estate agents, take photos of your houses, etc., for sale. Card printers, make photo, visiting and business cards. Booksellers and stationers, make photos of prominent persons, principal buildings and interesting scenery in your vicinity and retail them. Magic lantern exhibitors, make your own slides. Postmasters possess innumerable advantages for working one of our Cameras ; they have the best location and place to exhibit samples of work, and can make their spare time profitable.

PHOTO COPYING AGENTS.

You will find one of our equipments just the thing for you. Every day we get letters in regard to these equip-

ments ; in one accord they all say : "I could get a great many more orders if the people only had a small photo to copy from, and there is no photographer for miles around." Purchase an equipment, and you can take the small photo, and also enlarge it yourself.

PHOTOGRAPHY AS A RECREATION.

For intellectual culture or amusement there is nothing in modern art, science or chemistry so beautiful or instructive as the development of a photographic plate, and for such purposes alone thousands of these equipments have been sold to tourists and parents who wish high-class instruction and amusement combined for their children.

As a recreation compare practice with the Camera, and the search for good picture subjects, to archery, rowing, lawn tennis and other sports. It is pleasant, profitable and cultivating. How delightful to saunter through green fields, or by the riverside on the lookout for picturesque panoramas, to select what is worthy to be produced and treasured, ever comparing, criticising and admiring. In this

way you will educate yourself to look with keener eye and greater zest for the beautiful in nature. Exercise with the Camera is exhilarating, and there is no danger of over exertion as with some sports. Besides the giving of health, there are studies made, perhaps unconsciously, adventures sure to be met with, and the results of sport to bring home.

OUR TERMS.

Send money by registered letter, money order, postal note, express or draft on New York. Never send over one dollar loose in a letter, as we will not be responsible for losses in that way. We will accept clean unused one-cent stamps for amounts of less than one dollar. If you doubt our honesty, send the money to any person or firm in New York, payable to our order, on delivery of goods to said person or firm. If you wish prompt attention to your communications, be sure and enclose postage, write your name, town, county and State plainly, give post office as well as express office address in every letter, also by what express company goods must be sent. We will send equipments

C. O. D., provided one-quarter cash accompanies the order. If you wish we will send you a sample photo made with one of our equipments for 10 cents in stamps, or a book of instruction and price list of chemicals for 30 cents in stamps.

A FEW CLOSING REMARKS.

Allow us to urge you to make an effort for yourself. Perhaps, dear reader, you are one who is now working for a salary, when by starting for yourself in business you can double the best wages you can possibly earn by working for a salary. We are fully imbued with the belief that we have offered you the most magnificent chance to start in business you ever had, and we trust it may prove your stepping stone to an honorable business career. Trusting to receive your order for an equipment at once, and that our acquaintance made thus far may continue and grow into one of lasting friendship,

We remain, yours very truly,

THE SCHULTZE PHOTO EQUIPMENT CO.,

No. 5 Chatham Square, New York, N. Y.

DESCRIPTION AND PRICE LIST OF EQUIPMENTS.

EQUIPMENT No. 1.

FOR MAKING CARTE DE VISITE PICTURES.

One Improved Champion Camera, with India rubber bellows, rigid platform, focusing screw and ground glass.....	\$4.00
One patent double dry plate holder.....	3.00
One I. C. folding tripod.....	3.00
One super extra imported double achromatic lens....	2.75
Two I. C. japanned trays, size 4 ¹ / ₂ x 5 ¹ / ₂30
One bottle solution No. 1.....	.10
One bottle solution No. 2.....	.10
One bottle solution No. 3.....	.10
One bottle solution No. 4.....	.10
One bottle solution No. 5.....	.10
One bottle solution No. 6.....	.50

One dozen champion dry plates, size 4 x 5.....	1.50
One I. C. focusing cloth.....	.25
One I. C. ruby lantern.....	.75
One 4 x 5 I. C. printing frame.....	.60
Four dozen sheets champion sensitized albumen paper, carte size.....	.48
Four dozen carte mounts.....	.24
One book of instruction.....	.30
Total.....	\$18.17

We will sell this equipment, complete, for \$16, or any part of it at the price marked after each article. This equipment contains everything necessary, ready for working. With this equipment you can make two pictures on one plate.



EQUIPMENT No. 2.

FOR MAKING CABINET SIZE PHOTOS.

One Improved Champion Camera, with India rubber bellows, rigid platform, focusing screw and ground glass.....	\$6.00
One I. C. double plate holder.....	6.00
One I. C. folding tripod.....	3.00
One super extra imported double achromatic lens..	6.00
Two I. C. japanned trays, size $5\frac{1}{2} \times 7\frac{1}{2}$40
One bottle solution No. 1.....	.10
One bottle solution No. 2.....	.10
One bottle solution No. 3.....	.10
One bottle solution No. 4.....	.10
One bottle solution No. 5.....	.10
One bottle solution No. 6.....	.50
One dozen champion dry plates, size $4\frac{1}{4} \times 6\frac{1}{2}$	1.60
One I. C. focusing cloth.....	.25

One I. C. ruby lantern.....	.75
One $4\frac{1}{4} \times 6\frac{1}{2}$ I. C printing frame.....	.80
Four dozen sheets champion sensitized albumen paper, cabinet size.....	1.50
Four dozen cabinet mounts.....	.60
One book of instruction.....	.30
Total.....	<u>\$28.20</u>

We will sell this outfit complete, containing everything necessary, ready for working, for only \$26.00, or any part of it at the prices stated above.



EQUIPMENT No. 3.

FOR MAKING BOTH CABINET AND CARTE SIZE PHOTOS.

One Improved Champion Camera, with India rubber bellows, rigid platform, focusing screw and ground glass.....	\$6.00
One I. C. folding tripod.....	3.00
One I. C. single plate holder.....	6.00
One super extra imported double achromatic lens.....	6.00
One I. C. inside frame for plate holder.....	.50
Two I. C. japanned trays, size $5\frac{1}{2} \times 7\frac{1}{2}$40
One I. C. japanned tray, size $3\frac{1}{2} \times 4\frac{1}{2}$15
Two bottles solution No. 1.....	.20
Two bottles solution No. 2.....	.20
Two bottles solution No. 3.....	.20
Two bottles solution No. 4.....	.20
One bottle solution No. 5.....	.10
One bottle solution No. 6.....	.50

One dozen champion dry plates, size $3\frac{1}{4} \times 4\frac{1}{4}$	1.00
One dozen champion dry plates, size $4\frac{1}{4} \times 6\frac{1}{2}$	1.60
One I. C. focusing cloth.....	.25
One I. C. ruby lantern.....	.75
One $4\frac{1}{4} \times 6\frac{1}{2}$ I. C. printing frame.....	.80
Two dozen sheets sensitised albumen paper, carte size24
Two dozen sheets sensitized albumen paper, cabinet size.....	.75
Two dozen carte mounts.....	.12
Two dozen cabinet mounts.....	.30
One book of instruction.....	.20
Total.....	<u>\$29.56</u>

We will sell this equipment complete, with everything necessary, ready for working, for \$27.50, or any part of it at the prices stated above.



EQUIPMENT No. 4.**FOR MAKING PHOTOS SIZE 10 x 12.**

One Improved Champion Camera, with India rubber bellows, detachable front, rigid platform, focusing screw and ground glass.....	\$12.00
One I. C. folding tripod.....	3.00
One I. C. single plate holder.....	8.00
One super extra imported double achromatic lens...	7.50
Two japanned pans, size 7 x 9.....	.60
Two bottles solution No. 1.....	.20
Two bottles solution No. 2.....	.20
Two bottles solution No. 3.....	.20
Two bottles solution No. 4.....	.20
One bottle solution No. 5.....	.10
One bottle solution No. 6.....	.50
One dozen champion dry plates, size 6½ x 8½.....	3.00
One I. C. ruby lantern.....	.75

One 6½ x 8½ I. C. printing frame.....	1.00
One I. C. focusing cloth.....	.25
Two dozen sheets champion sensitized albumen paper, size 6½ x 8½.....	2.00
Two dozen 9 x 11 card boards.....	.70
Two dozen 10 x 12 pebble matts..	.35
One book of instruction.....	.30
Total.....	\$40.85

We will sell this equipment complete, with everything ready for working, for only \$38.50, or any part of it at the prices stated.



EQUIPMENT No. 5.

FOR MAKING ALL SIZES PHOTOS UP TO 10 x 12
SIZE, EITHER VIEWS OR PORTRAITS OR FOR
COPYING AND ENLARGING PICTURES.

THIS IS THE FINEST EQUIPMENT
IN THE MARKET.

One Improved Champion Camera with India rubber bellows, detachable front, rigid platform, ground glass and focusing screw.....	\$12.00
One I. C. folding tripod.....	3.00
One single plate holder.....	8.00
Two inside frames for plate holder.....	1.00
One super extra imported double achromatic lens..	7.50
One super extra imported quadruple achromatic lens.	4.00
Two 7 x 9 japanned pans.....	.60
One 5 x 7 japanned pan.....	.20
One 3½ x 4½ japanned pan.....	.15
One extra detachable front for camera.....	.50
One wooden extention.....	.00
Three bottles solution No. 1.....	.30
Three bottles solution No. 2.....	.30
Three bottles solution No. 3.....	.30
Three bottles solution No. 4.30

One bottle solution No. 5.....	.10
One bottle solution No. 6.....	.50
One dozen champion dry plates, size 6½ x 8½.....	3.00
One dozen champion dry plates, size 4¼ x 6½.....	1.60
One dozen champion dry plates, size 3¼ x 4¼... ..	1.00
One I. C. ruby lantern.....	.75
One 6½ x 8½ printing frame.....	1.00
One I. C. focusing cloth.....	.25
Two dozen sheets champion sensitized albumen paper, size 6½ x 8½.....	2.00
Two dozen cabinet size champion sensitised albumen paper.....	.75
Two dozen carte de visite size champion sensitised albumen paper.....	.24
Two dozen 9 x 11 card boards.....	.70
Two dozen cabinet card boards.....	.30
Two dozen carte de visite card boards.....	.12
Two dozen 10 x 12 pebble matts.....	.70
One book of instruction.....	.30
Total.....	\$53.46

We will sell this equipment all complete, ready for working, for only \$50, or any part of it at the prices stated.

OUR RELIABILITY AND BUSINESS STANDING.

If there is any doubt in your mind as to our reliability, we refer you to any newspaper, bank, express company or firm doing business in this city, also to the commercial agencies, as we are well known. We have a reputation for honesty and reliability to maintain. We cannot afford to promise or offer one particle more than we can faithfully give.

Every day we receive letters from parties throughout the country, stating that in consequence of having been swindled out of their money by various bogus firms in New York City and elsewhere, they will send no more money to firms here. We regret that we cannot help this state of things. We have by our upright, honorable course, built up a large country and city trade, and we challenge any one who has dealt with us to recall a single instance where he has been unjustly dealt with.

TESTIMONIALS.

Have received the Photo Outfit. Am well pleased with it.

W. H. Beeler, Hurricane Branch, Tenn.

Carl Schultze, No. 5 Chatham Square, New York, has a new process of photography by which anybody without the least knowledge of photography can make excellent pictures. We have received one of the Improved Champion Camera Outfits and find everything just as represented.

San Francisco Family Journal.

Am delighted with the Improved Champion Camera I bought of you. It is very satisfactory.

J. Bailey, Coldwater, Ky.

Carl Schultze, No. 5 Chatham Square, New York, is entirely reliable.

Agent's Dispatch, Auburn, N. Y.

Outfit came to hand O. K. Thanks for promptness.

S. G. Swan, Smithville, Mo.

With the Improved Champion Camera and Schultze's New Process of Photography, anybody can make good photos without the aid of a teacher. This firm is entirely reliable and we heartily endorse them.

Agent's Aid, Cincinnati, O.

I have received my outfit and am well pleased. Please fill enclosed order for chemicals as soon as possible.

A. J. Burge, Centre Grove, Tenn.

Camera, &c. received, for which you have my thanks. Am pleased with it.

Mrs. M. Marble, David City, Neb.

All the outfits I sold for you gave very good satisfaction.

J. L. Watson, Louisville, Ky.

The camera I ordered of you works excellent. I would wish for none better.

Wm. Tocum, Silverhill, W. Va.

The above testimonials were received entirely unsolicited.

We have a great many more in our possession, but think these will suffice.

—THE—

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SOLE MANUFACTURERS OF THE

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AND EQUIPMENTS,

AND DEALERS IN

All Kinds of Photographic Supplies.

CARL SCHULTZE, President,

*Inventor of the Improved Champion Camera and Schultze's New Process
of Photography.*

T. L. SCHULTZE, Gen'l Sup't and Manager.

Office, Salesroom and Photo Gallery,

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WITH ONE OF THE

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EXCELLENT PHOTOS

• *Without any Previous Knowledge of the Art, simply by following the Printed Instructions with Each Outfit.*

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IMPROVED & CHAMPIONS

ARE THE LATEST, CHEAPEST, BEST, MOST COMPLETE AND

PRACTICAL EQUIPMENTS EVER INVENTED. THEY

ARE HIGHLY ENDORSED AND HAVE

NO EQUAL.



Yours truly
Carl Schultze

HON. CARL SCHULTZE, PH. D.,
Proprietor of the
Old Reliable Photo Copying House,
Inventor of the
IMPROVED CHAMPION CAMERA
AND
SCHULTZE'S NEW PROCESS OF PHOTOGRAPHY,
And President of the
SCHULTZE PHOTO EQUIPMENT CO.

A SURPRISE FOR YOU.

Have you ever seen a copy of the *Photo-Copyist*? If you have, then you know what it is, and no doubt will subscribe for it, for everybody who sees it subscribes for it. If you have not seen it, we will state here for your benefit, that it is a large eight-page, thirty-two column, independent monthly journal, devoted to the best interests of agents and canvassers, especially those engaged in the photo-copying business, and filled with interesting reading matter for the family circle. Is finely illustrated, and contains thrilling serial stories by the most popular authors. We want you to subscribe for this valuable paper, and therefore make the following unprecedented offer: We will, on receipt of twenty cents, silver or stamps, send you the *Photo-Copyist* for six months, and, in addition, will send you a handsome present worth more than twice the amount sent. We will not say what we are going to send, that is our *surprise for you*. You will be greatly pleased with it, and wonder how we can afford it. Simple enough: we know that after you have received the paper six months you will be so pleased with it you will continue to take it right along, at our regular rates; will show it to your friends, secure us many subscribers, and in many other ways, amply recompense us for the very liberal offer we now make you. You had better send at once if you wish to secure the very handsome and valuable present we have for you, for we shall withdraw this offer in a short time. It will be a grand surprise. Address

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