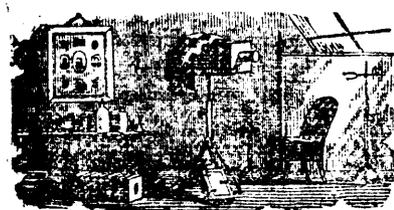


PHOTOGRAPHY MADE EASY, AN ENTIRELY NEW PROCESS.—SIMPLE and SURE.



Read! Read!! Read!!!

Hitherto Photography was considered an art requiring years of study and practice, and very costly apparatus, but since the introduction of Gelatine Bromide Process Dry Plates, any one having common sense and a small capital to buy an outfit, will be able to make the finest photographs without the aid of a teacher; either to make money or merely for amusement. This process dispenses entirely with the preparation of chemicals by the operator. He finds already prepared, and distinctly labeled, everything necessary to his work, and when these materials are exhausted they can be renewed by us at a very low price. 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 merit won this widespread reputation. Be not deceived by what is copied after it. The Improved Champion Cameras are warranted to produce pictures of the highest excellence, in every respect. For compactness, portability and style there is no equal to them. We would call special notice to the lenses of our Cameras. Our Cameras has imported French achromatic doublet lenses, scientifically combined. These are the only Cameras in the market with which you can make a true picture without deformity or distortion. The real value, the true merit of our Cameras are concentrated in the genuine Photographers' Lenses, which have all been tried in our gallery by our widely known operators. Every outfit is thoroughly tested, and every single article warranted. This process makes photographs so simple, pleasant and successful. Full instructions are sent with every outfit, and everything is so minutely described that none can go astray or be disappointed. Boys and young men, mechanics, artists, real estate agents, card printers, booksellers and stationers, tourists, students, postmasters, photo-copying agents, &c., should purchase an equipment. It will pay.

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 portraits photography there are hundreds who will employ you to photo houses, landscapes, furniture, &c., 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, \$10 be invested, the interest on that sum at 10 per cent. is \$1.00 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 runs 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, schoolhouses and scholars in groups, churches, factories, country views, &c., has rapidly developed. The men who are doing this have a very easy way of getting orders, entirely distinct 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 the residence or business of any kind, and in a very short time 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 mind is set on getting 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 20 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 20 or 30 negatives, develop them, and get them ready for printing the next day. From one negative you can print 1000 photographs. If necessary, and every negative you take will be worth from \$1 to \$2 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. We will send a sample photo made with one of our equipments on receipt of 20 cents in stamps.

DESCRIPTION AND PRICE LIST OF EQUIPMENTS.—Equipment No. 1. For Making Carte De Visite Pictures. Price, complete, \$16.—Contains one Improved Champion Camera, with India rubber bellows, rigid platform, focusing screw and ground glass; one patent double dry plate holder; one I. C. folding tripod; one super extra imported double achromatic lens; two I. C. Japanese trays, size 4 1/2 x 5 1/2; one bottle solution, Nos. 1, 2, 3, 4, 5; one dozen champion dry plates, size 2 1/2 x 3 1/2; one I. C. focusing cloth; one I. C. ruby lantern; one 4 1/2 x 6 1/2 I. C. printing frame; four dozen sheets champion sensitized albumen paper, carte size; four dozen carte mounts; one book of instruction.

Equipment No. 2. For Making Cabinet Size Photos. Price, complete, \$26.—Contains one Improved Champion Camera, with India rubber bellows, rigid platform, focusing screw and ground glass; one I. C. double plate holder; one I. C. folding tripod; one super extra imported double achromatic lens; two I. C. Japanese trays, size 5 1/2 x 7 1/2; one bottle solution, Nos. 1, 2, 3, 4, 5, 6; one dozen champion dry plates, size 4 1/2 x 6 1/2; one I. C. focusing cloth; one I. C. ruby lantern; one 4 1/2 x 6 1/2 I. C. printing frame; four dozen sheets champion sensitized albumen paper, cabinet size; four dozen cabinet mounts; one book of instruction.

Equipment No. 3. For Making Both Cabinet and Carte Size Photos. Price, complete, \$27.50.—Contains one Improved Champion Camera, with India rubber bellows, rigid platform, focusing screw and ground glass; one I. C. folding tripod; one I. C. single plate holder; one super extra imported double achromatic lens; one I. C. inside frame for plate holder; two I. C. Japanese trays, size 5 1/2 x 7 1/2; one dozen champion dry plates, size 3 1/2 x 4 1/2; one dozen champion dry plates, size 4 1/2 x 6 1/2; one I. C. focusing cloth; one I. C. ruby lantern; one 4 1/2 x 6 1/2 I. C. printing frame; two dozen sheets sensitized albumen paper, carte size; two dozen sheets sensitized albumen paper, cabinet size; two dozen carte mounts; two dozen cabinet mounts; one book of instruction.

Equipment No. 4. For Making Photos Size 10 x 12. Price, complete, \$38.50.—Contains one Improved Champion Camera, with India rubber bellows, detachable front, rigid platform, focusing screw and ground glass; one I. C. folding tripod; one I. C. single plate holder; one super extra imported double achromatic lens; two Japanese pans, size 7 x 9; two bottles solution, Nos. 1, 2, 3, 4; one super extra imported double achromatic lens; one dozen champion dry plates, size 6 1/2 x 8 1/2; one I. C. ruby lantern; one 6 1/2 x 8 1/2 I. C. printing frame; one dozen card boards; two dozen sheets champion sensitized albumen paper, size 6 1/2 x 8 1/2; two dozen 2 x 11 card boards; two dozen 10 x 12 pebble mats; one book of instruction.

Equipment No. 5. For Making All Size Photos Up to 10 x 12, Either Views or Portraits, or for Copying and Making Pictures. This is the finest equipment in the market. Price, complete, \$49.—Contains one Improved Champion Camera, with India rubber bellows, detachable front, rigid platform, ground glass and focusing screw; one I. C. folding tripod; one single plate holder; two inside frame for plate holder; one super extra imported double achromatic lens; one super extra imported quadruple achromatic lens; two 7 x 9 Japanese pans; one 5 1/2 x 7 1/2 Japanese pan; one extra detachable front for camera; one wooden extension; three bottles solution, Nos. 1, 2, 3, 4; one bottle solution, Nos. 5, 6; one dozen champion dry plates, size 6 1/2 x 8 1/2; one dozen champion dry plates, size 4 1/2 x 6 1/2; one dozen champion dry plates, size 3 1/2 x 4 1/2; one I. C. ruby lantern; one 6 1/2 x 8 1/2 I. C. printing frame; one I. C. focusing cloth; two dozen sheets champion sensitized albumen paper, size 6 1/2 x 8 1/2; two dozen cabinet size champion sensitized albumen paper; two dozen carte de visite size champion sensitized albumen paper; two dozen 9 x 11 card boards; two dozen cabinet card boards; two dozen carte de visite card boards; two dozen 10 x 12 pebble mats; one book of instruction.

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