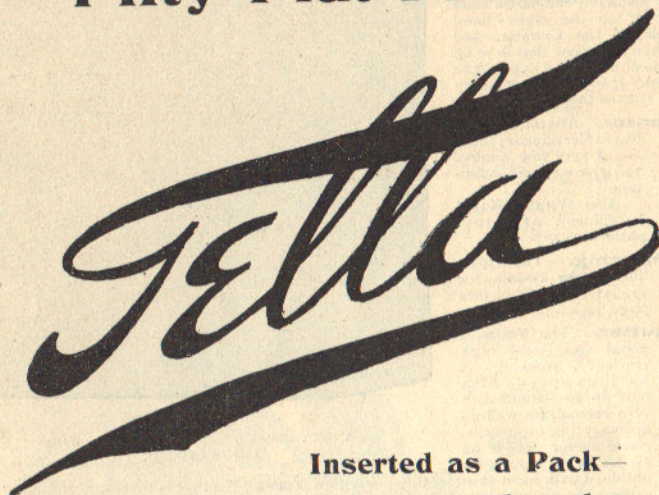


Fifty Flat Films.



Inserted as a Pack—
Just as you buy them.

Takes 50 Cut Films, $4\frac{1}{2} \times 3\frac{1}{2}$, without Sheaths, Backings, Notches, or any preparation whatever, simply ordinary Flat Films. You may insert any number from 1 to 50, also take out any number from 1 to 50.

**RECEIVES NOTHING BUT PRAISE, PRAISE, PRAISE
EVERYWHERE.**

Has received unstinted and unanimous praise from the Press, including "The Times."

Admitted by all to be the most marvellous piece of Photographic Apparatus ever invented.

One of the greatest mechanical triumphs of the century.



POINTS.



1. Invented, designed, and produced at a cost of over £3,000.
2. Small dimensions. Two-thirds the size of some, and half of most others.
3. Absolutely certain and thoroughly reliable mechanism throughout.
4. ROSS Focussing Lens. ADAMS Brilliant View Finders.
5. Entirely new efficient metal Shutter, accurately regulated.
6. No unsightly projections anywhere, even the Shutter release being flush.
7. Takes any make of cut flat Films, $4\frac{1}{2} \times 3\frac{1}{2}$. Special Films not required.
8. TELLA Films are inserted as a pack—just as you buy them.
9. To load the Camera with 50 ordinary flat Films takes about 3 minutes.
10. No other Flat Film Camera in the world could be loaded with ordinary Films in from less than 20 to 30 minutes.
11. To load with 50 TELLA Films takes about 6 seconds.
12. Any number of Films may be inserted from 1 to 50.
13. Any number of Films may be withdrawn after exposure, without disturbing the others.
14. Films are inserted in the back of the Camera, and withdrawn from the front.
15. Films never become scratched, as at no time do they rub or slide upon one another.
16. The Films are actually lifted from one chamber to another; no trusting to their having to fall squarely.
17. Is fitted with a $\frac{5}{8}$ -in. ROSS Lens of the latest pattern, with Iris Diaphragm. No other Film Camera in the world is sent out with so high class a Lens.
18. The Camera is a fixed focus one, with the advantage of being able to focus as close as 8 feet as well.
19. All objects beyond ten steps are in focus without any trouble of adjustment, using largest aperture.
20. If smaller stops are used, objects become sharp and in focus without altering the Lens.
21. The shutter is regulated by air, and not variable springs. Is accurately regulated from 1-100 to half a second. Also time exposures.
22. Shutter can be released either by finger or pneumatic release.
23. The whole instrument only weighs about $\frac{3}{4}$ lbs. complete, loaded with 50 Films.
24. Two of the famous ADAMS Brilliant View Finders are fitted, accurately adjusted.
25. Is fitted for Tripod Stand.
26. Numerical Indicator only registers when Film has been actually changed. No mistakes can possibly occur.
27. Another Indicator records whether a Film is in correct position to receive an exposure.
28. Film changing cannot possibly fail.
29. More than one Film cannot possibly be changed at a time.
30. The Camera is beautifully and substantially made, and most thoroughly tested.
31. The Lens is removable and arranged so that it can be easily dusted; also, being removable, it can be used for other purposes, such as enlarging, &c.
32. The small separators are placed behind Films, therefore do not cut anything off picture.
33. If the reader wants a first-class reliable Film Camera capable of turning out pictures that are really good, and that can be relied upon to always work successfully—the TELLA is undoubtedly the Camera. The unexposed Films are stored in what is practically a small closed metal box, and as they have no strawboard between them to rapidly deteriorate them, they keep in good condition for an extremely long time.



FIG. 8.

An entirely novel invention, free from complication, yet possessing movements never before introduced into photographic apparatus, which render it the simplest, best, and most practical film Camera ever designed.

Size.—Far smaller than any other film Camera ever introduced. Whilst its capacity is 50 cut, flat films, $4\frac{1}{4} \times 3\frac{1}{4}$, it is only $8\frac{1}{2}$ inches long, 4 inches wide, and 6 inches deep. Compare these measurements with those of other makes of film Cameras and its wonderful compactness will at once be appreciated. Do not forget that it holds fifty (50) $4\frac{1}{4} \times 3\frac{1}{4}$ cut, flat films at one filling. But it need not be filled, any number from 1 to 50 may be inserted, and any number from 1 to 50 withdrawn. There are no outside projections of any kind. Eminently suitable for cycling. Weighs complete loaded about $3\frac{1}{2}$ lbs.

Lens.—Film Cameras, as a rule, are not fitted with first quality lenses. The **Tella** is fitted with a ROSS of 1898 design, and of $5\frac{1}{8}$ inch equivalent focus. It is rapid rectilinear and works to F. 8, and has iris diaphragm. It is also fitted into an entirely new focussing jacket, of a neat and simple form, which permits of objects as near as 8 feet being easily and readily focussed. Thus it allows of the advantages of a simple fixed focus Camera as well as a focussing one. The makers' price for this Lens is £4 10s. It is made removable for cleaning, and can also be used for enlarging, &c.

Shutter.—This likewise is entirely new and specially designed for the **Tella**. It is fitted with our latest pattern pneumatic regulation made entirely of metal. It is accurately regulated for speeds varying from 1-100th to $\frac{1}{2}$ a second and permits of time exposures at will. Either the ordinary button release or pneumatic release may be adopted. The great feature of this Shutter is that the speeds are regulated by the time the Lens is actually open. The Shutter opens in about a 200th part of a second, and then closes at the same rate, and this upon all speeds. It thus possesses the very greatest efficiency. To set it, it is only necessary to pull the button situated just above the speed indicator. This rod, instead of remaining out when the Shutter is set is allowed to return home, thus preventing any projecting part at any time. The cost of this Shutter is 40/-, and is included in the price of the Camera. It can be released either by the finger or pneumatically by ball and tube. The finger release is flush, in order that there may be no risk of going off accidentally.

"Tella" Film Camera.

£10 10s.

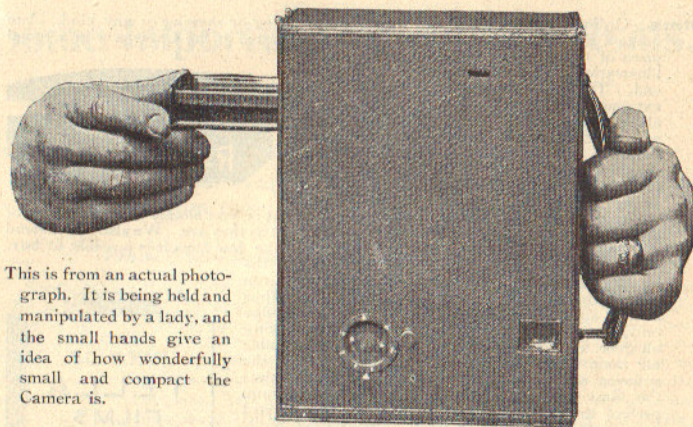


FIG. 9.

This is from an actual photograph. It is being held and manipulated by a lady, and the small hands give an idea of how wonderfully small and compact the Camera is.

Finders.—Two are fitted, one showing the vertical and one the horizontal view. These are the well-known "ADAMS" Brilliant Finders, which are still the only brilliant Finders that can show the *correct* amount of picture as recorded by the working Lens on the plate or film, and the image is stationary. The list price of these is 15/-, which amount is included in the cost of the Camera. Such brilliant and accurate Finders help to make the **Tella** a very effective instrument.

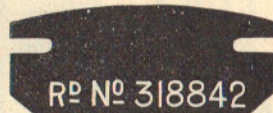
Tripod Bushes.—Every Camera is fitted with two. The **Tella** therefore can at all times be used upon a tripod stand either for horizontal or vertical pictures.

Focussing.—The **Tella** is arranged for accurately focussing to all distances without carrying loose parts and without extra cost.

Indicator.—This is a very special feature of the **Tella**. Unfortunately, as Film Cameras are at present made, it is frequently possible to register the indicator correctly and yet *not expose a single film*. Now this tremendous fault has been easily and entirely obviated in the **Tella**. No part of the changing mechanism has any connection with the indicator. It is the film itself when it is deposited in the exposed chamber that registers its consecutive number, showing that it has been properly changed. Even, therefore, should it be *possible* for the changing mechanism to fail to raise the film, no harm would be done, as the indicator would register the fact that it had not been changed, and all that would be necessary would be to make the movement again and so change it. Every conceivable chance of failure has been provided against in the **Tella**, thus rendering it a Camera that can be thoroughly relied upon, and placing it in a position never before attained by any Film Camera whatsoever.

Position Indicator.—As showing to what a high state of perfection the **Tella** has been brought, a new and novel Indicator has been added, and that in an entirely simple manner. It has never previously been possible to accurately guarantee that a film is in position for exposure. Changing mechanism may appear to work perfectly, but if backing cards are used it is just as likely that the card may be exposed instead of the film, or if septums are used it may go down in front of the film instead of behind it. The **Tella** entirely prevents an accident of this sort. The Position Indicator works as follows:—There is a small slot in the Camera which permits the Indicator to denote as follows—No film. If a film is in its correct position for receiving an exposure, an indicator appears; if it is not there, or there are no more films left to expose, then the words "No film" appear. Every possible mishap is arranged for, and the **Tella** knows no such word as "fail."

Films.—Ordinary cut films are used without any cutting or shaping of any kind. Any makers' films may be used. They are simply inserted in the Camera with a small piece of thin celluloid exactly the size of this illustration placed between them at their top end. These are called "separators." This extremely simple method of loading occupies about three minutes to insert the whole 50, and may be done in the dark. There are many, however, who object to even so short and simple a task as this. We therefore ourselves provide packs of **Tella** Films in packets of 25 ready for immediate insertion, with the small separators already between them. That is, you simply take them out of their envelope and drop them into the Camera, just as they are. We also recommend the **Tella** Films for other reasons. They are the *best* films it is possible to buy, and are *most rapid*. The films merely have the small piece of celluloid inserted between their top edges, otherwise there is nothing between them; thus a small air space is provided just at the extreme edge only, between every film, which prevents them sticking all over, even if slightly damp. It is thus possible for them always to be separated by means of the entering septum. No backing cards are used, thus the films keep much longer and are always more perfect than when deleterious common strawboard is in contact with the film itself. Strawboard spoils the quality of the finest films.



Film Changing.—This is probably the simplest part of the Camera. The "Septum" is withdrawn as shown in Fig. 9, and when it is pushed in, it leaves a wide space between the first film and all the rest, and in the space thus created the septum enters. When the septum is withdrawn it carries it into the chamber prepared for the reception of the exposed films. Only *one* movement is required, namely, to withdraw the septum and push it back again. There is no rubbing of the Films whatever, they all being held back with the exception of the first one, neither do they slide upon one another in any way. The **Tella** is the only known certain way of changing flat films. Any system that relies upon films *falling* is to be strongly deprecated; no such system can *possibly* be relied upon. The risks are enormous, and the cameras exceedingly bulky.

Price £12 0s. 0d.; or if Cash with Order, £10 10s. 0d. CC **

Full instructions sent with each. We undertake developing and printing of every kind.

Extra for Pneumatic Shutter Release, if required, 7/6 net.

Packets of Most Rapid **TELLA** Films, 5/6 per packet of twenty-five, packed ready for immediate insertion in the Camera like a pack of cards. Postage, 3d. CB

A suitable light Tripod Stand is Adams & Co.'s "Zephyr," which is of Aluminium, and measures closed 14½ ins., extending to 4 ft. 1 in. when erected, and weighing only 15½ ozs. Price 31/6, less 5 per cent. cash discount. Special 3-in. tops for ensuring greater rigidity, 3/- extra. Leather Cases for the stand, 5/6 each; best quality with sling strap, 7/6 net. The Stands are arranged with correct screws for the Cameras.

Solid Leather Cases, with Nickel Spring Lock and Key, and Shoulder Strap 21/-

Solid Waterproof Canvas Cases, with Web Shoulder Straps - - - - - 10/6

Limp Waterproof Cases, with Web Shoulder Straps - - - - - 7/6

CC **

Some Important Press Criticisms.

"THE TIMES" writing of the Royal Photographic Society's Exhibition says:

"Almost every form of Hand Camera is to be seen there from the — to the beautiful TELLA."

From "The British Journal of Photography."

"Assuredly one of the most ingenious and effective hand cameras yet introduced to the public is the **Tella**, which we subjected to rigorous trial one afternoon last week. The changing system is the part of a hand camera by which the instrument as a whole must be judged—by which, in fact, it has to stand or fall; and in this important respect the **Tella** comes out very strongly indeed. So simple and certain is the method that we found from observation even a child of tender years could successfully manipulate the camera at the first attempt. It is a triumph of hand camera mechanism. We have not for a long time been so pleased with the working of a hand camera as with the **Tella**, which will surely be popular. We wish it the great success it deserves."

"The Amateur Photographer" says:

"Some time ago Mr. Adams told us he would introduce a hand camera which would practically revolutionise flat film photography, and the 'Tella' is his fulfilment of the promise. It is not an improvement of existing principles and patterns, it is practically an invention in itself. After a careful examination of the instrument, with a view to anticipate all sorts of accidents and misadventures, we are bound to say we do not see how any hitch can occur in the working of the simple, though very ingenious, film-changing mechanism. It is possible to conceive with some other instruments the exposure record showing numbers in succession, whilst the film itself has been caught in some way. In the **Tella** a possible source of disappointment and failure is thus eliminated."

From "The Photographic News."

"We had the opportunity of using this camera during Convention week in Glasgow, and were energetic enough to expose 150 films during the three days' excursions **absolutely without a hitch of any kind**. On two occasions we charged the camera with fifty films in the dark as easily as though we were working in our own dark room at home. It is simplicity itself, and we are charmed with its working and the results we obtained."

"Photography" says:

"It is one of the neatest of cameras in appearance. There are no projections that are unsightly or in the way. But the mechanism and the arrangement for storing the Films and the working of the changing gear are what will command attention and evoke deserved praise. The changing is not easily described, but the action is perfect and simple, and calls forth admiration."

The "Photogram" says:

"The **Tella** Film Camera successfully accomplishes what has been the object of many designers, namely, the absolutely certain changing of cut films without any preparation whatever. The changing system is absolutely simple. We consider that every motion of the camera is absolutely certain, and all details are so thoroughly good that it will well stand full examination."