

NOVEL AND STARTLING DISCOVERY!!! ANOTHER REVOLUTION!!! DARKNESS BANISHED!!!

MESSRS. MORGAN & CO., HELIO HOUSE, THE CIRCUS, GREENWICH, S.E.,

Have great pleasure in announcing that they have discovered, in connection with their New Argentic Gelatino-Bromide Plates, which they are about to introduce to the Photographic World, **A NEW METHOD OF DEVELOPMENT**, conferring such extraordinary advantages on their Plates, that it marks a distinct era in the progress of photography. It may be summed up as a **Strange, Paradoxical, Economical, Delightful** Improvement, the Acme of Simplicity, and the Zenith of Certainty.

Strange—For it is quite unique, *a priori* unlikely, and almost magical.

Paradoxical—For, contrary to ordinary photographic experience, while it incalculably exalts the rapidity of exposure, much more light can be used in the manipulation. Indeed, impossible as it may appear to the uninitiated, our Plates can be developed in the open air, without dark-room, box, or tent, and the process closely watched to its conclusion.

Economical—For while it gives greater power, it cuts down expense.

Delightful—For fumbling darkness is banished, and ease, comfort, and cleanliness established. A drawing room might serve as studio and operating room without injury to furniture.

The Acme of Simplicity—The developer is a specific standard solution, which a child could use.

The Zenith of Certainty—Our method confers stability on the developer, and the greatest regularity of action, and as its progress can be watched to a nicety, it need not be allowed to go too far, nor stopped until sufficient density is acquired.

NOTICE.

The Pamphlet we announced on the **The Argentic Gelatino-Bromide Process** is held back for the purpose of having our new Method of Development embodied in it, and in consequence will be published at 2/6 instead of 6d., but a copy will be sent to those who have already subscribed without any extra charge. This Pamphlet will contain concise and simple instructions for working the Gelatino-Bromide Process with perfect success, and show how to produce negatives, in the studio or field, equal to the masterpieces of the greatest adepts of the wet plate process. To demonstrate the capabilities of our Process, specimen proofs from instantaneous negatives will be sent to any address at a nominal cost, viz., 3 carte size for 6d., or 3 cabinet size for 1s.

Developer sufficient for 50 Plates, and all requisites for the process, with 3 dozen quarter-plates and instructions, for One Guinea.

Terms—Cash with Order.

Price List on Application.

N.B.—We have also prepared a marvellously Sensitive Paper, which will shortly be in the market, from which we can get fifty prints in five minutes by one jet of gas. *Particulars in our Circular.*

W. LAWLEY & SON'S PHOTOGRAPHIC DEPÔT
FOR
SECOND-HAND CAMERAS AND LENSES

BY DALLMEYER, ROSS, GRUBB, VOIGTLANDER, AND ALL THE BEST MAKERS.
Tents, Rolling Presses, Studio and Out-door Stands, Printing-Frames, Baths, Dishes. An immense Stock to select from. Complete Sets for Amateurs from £2 15s.

New Illustrated Catalogue, just published, forwarded by post on receipt of Three Stamps.

W. LAWLEY & SON, 78, FARRINGDON STREET, CITY.

N.B.—GOOD APPARATUS PURCHASED OR EXCHANGED.

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BROMO-IODIDE GELATINE PLATES.

THOMAS B. BLOW is prepared to supply the above in moderate quantities. They are invaluable for all kinds of out-door work, are twice as rapid as a wet plate, and possess the following good qualities:—Very great latitude of exposure; extremely clear shadows with all the brilliancy and sparkle of a wet plate; ease of development, either with iron or pyro; freedom from frilling.

PRICES—Quarter-Plate, 2s. 6d.; Half-Plate, 5s.; Whole-Plate, 10s. 6d.

BROMIDE PLATES IN THREE DEGREES OF RAPIDITY.

THOMAS B. BLOW, WELWYN, HERTS.

THE BRISTOL GELATINE DRY PLATES.

L. B. are pleased to announce that they receive daily UNSOLICITED Testimonials from Professional and Amateur Photographers, all speaking in the highest terms of satisfaction. Printed instructions sent with each packet at the following price, per doz.

Quarter-Plates, 1/6 | Half-Plates, 4/- | Whole-Plates, 7/6. *Other Sizes in Proportion.*

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