

THE  
PREMIER  
CAMERA.

**THE PREMIER CAMERA,**

MANUFACTURED BY

ROCHESTER OPTICAL COMPANY

ROCHESTER, N. Y.

# The Premier Camera.



## The Premier

Is conceded to be the best Hand Camera in the market, and is the nearest to an "all around" Camera of any yet made.

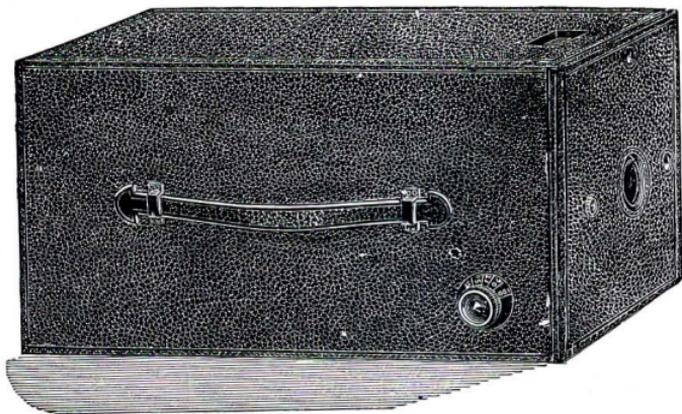
## The Premier is

A Detective Camera,

A View Camera,

A Magazine Camera,

An Instantaneous Camera.



PREMIER, CLOSED.

With the Premier you can use

Dry Plates,

Celluloid Plates (Cut Films),

or a Roll of Films,

as may be desired, which renders it of much more value than where the continuous roll of film only, can be used.

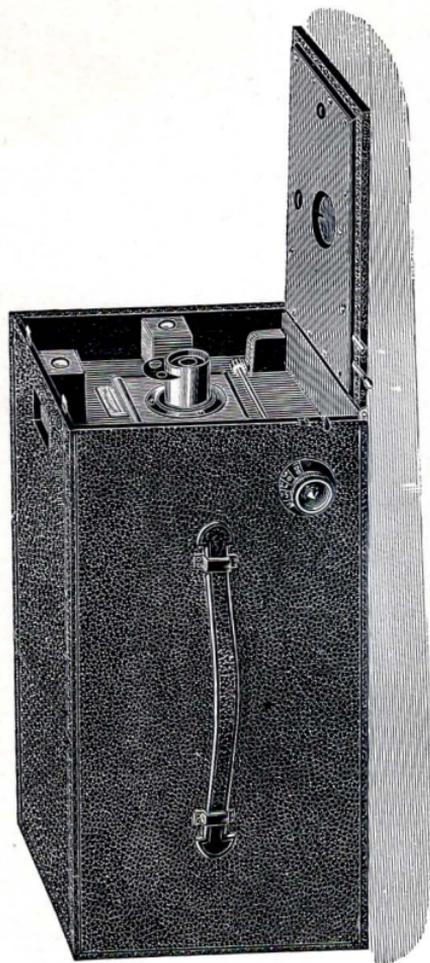
## Simplicity.

The Premier Camera is the simplest to operate of any in market, the operations being simply

Wind the Shutter,

Turn the Key,

Press the Button.



PREMIER, WITH FRONT LOWERED.

There is no setting of the shutter, as it is always set and ready for use.

After winding the shutter, you can make six exposures before re-winding.

The speed of the shutter is regulated perfectly.

## A Handsome Camera.

The Premier Camera is covered with black seal grain leather, and with a leather handle for carrying.

There are but four metal parts showing, and they are of oxidized and lacquered brass, and the Camera presents a neat and handsome appearance.



FOCUSING, FOR TIME EXPOSURE.

## Time Exposures

Are made by simply pressing downward on the small brass lever near the Press Button, and when the required time is given, an upward movement of the lever will close the shutter.

## As a View Camera.

The Premier can be set upon a Tripod or on a table, or other convenient place, and used as a regular View Camera. The panel at the end of the camera is removed, allowing the ground glass to be seen for focusing.

The Shutter may be left open for focusing, or if preferred, the entire front of camera containing shutter may be lowered on its hinges.

The exposure may be made with the shutter, though, if preferred, the exposure may be made with the lens cap, when the front of camera is lowered on its hinges.

Two sockets for Tripod screws are placed in bottom and side of the Premier for use on a Tripod, for making both horizontal and vertical time exposures.

### Two Finders

Are placed in the Premier Camera, one each on top and side, for horizontal and vertical views, and are of shape corresponding to the position of the plate.

### The Focusing Scale,

At the side of the Premier, is plainly marked with white figures on a black ground.

If you desire to photograph an object ten feet distant, turn the milled head until the small pointer rests over the figure 10, when the object will be in proper focus. The focusing scale is graded as follows: 10, 15, 25, 50, 100.

### The Lens

Is our well known R. O. Co. Single View Lens, with rotating diaphragms. This lens is conceded to be the best Single View Lens in market; is perfectly achromatic and very rapid working, and is as near rectilinear as is possible in a single view lens.

### Other Lenses.

We fit the Premier also with a Rapid Rectilinear Lens at \$6.00 additional, and

in addition to this we can fit any lens in market to the Premier, which is of especial advantage, as many people have preference for some especial lens.

Not only can the change be made at the time the camera is made, but can be made at any subsequent time; nor is it imperative that the camera be sent to the factory for the purpose.

This is an advantage possessed by no other hand camera in market.

### Grade of Workmanship.

The closest attention is given to the details of manufacture. Every part is carefully fitted, and the entire workmanship is of the highest grade.

## Accuracy.

Each Premier Camera is focused and the image on the ground glass examined under a magnifying glass, and the Focusing Scale properly marked.

## Sample Photographs.

On receipt of 5 cents in postage stamps we will send a specimen photograph made with 4 x 5 Premier, with either the regular lens or Rapid Rectilinear lens, as wanted; or for 8 cents in postage stamps we will send a specimen of work done with 5 x 7 Premier.

## Price List.

4 x 5 Premier Camera complete, with one Premier Plate Holder, -	\$18.00
For Rapid Rectilinear Lens, instead of Regular Lens, add - -	6.00
Premier Plate Holders, each, -	1.00
Premier Film Holders, each, - -	1.25
Roll Holder, loaded for 48 exposures,	14.00
4 x 5 Dry Plates (glass), per doz., -	.65
4 x 5 Celluloid Plates (films), per doz.,	.80
Roll of Films (48 exposures), -	3.00
Complete Outfit for Developing and Printing, - - - - -	5.50

We also make the Premier Camera in 5 x 7 size, for those who desire a larger camera than the Regular 4 x 5 Premier.

5 x 7 Premier complete, including one Premier Plate Holder, -	\$25.00
For Rapid Rectilinear Lens, instead of Regular Lens, add - -	10.00
Premier Plate Holders, each, -	1.25
Premier Film Holders, each, - -	1.50
Roll Holder, loaded for 54 exposures,	20.00
5 x 7 Dry Plates (glass), per doz., -	1.10
5 x 7 Celluloid Plates (films), per doz.,	1.40
Roll of Film (54 exposures), -	6.00
Complete Outfit for Developing and Printing, - - - - -	6.70

# THE PREMIER CAMERA

IS FOR SALE BY

HORGAN, ROBEY & CO.,

34 BROMFIELD STREET,

BOSTON, MASS