

The Love

of Pictures, and the desire to reproduce them in some form, are prominent characteristics in the human mind.

Formerly lovers of the beautiful tried to garner up the choice bits of nature with the aid of brush or pencil; but now how easy to save not only outline but detail as well with the camera.

Amateur

Photography is growing more and more in favor the world over. It offers greater attractions than all the arts heretofore introduced in popular form, for while it answers fully the requirements of mechanical taste, it offers constant opportunities for the exercise of other intellectual qualities.

Photography

a

Wonderful Art. Photography is instructive, enjoyable and very fascinating. It educates the eye, teaches one to observe more closely objects in the every-day walks of life, and is in every way elevating to the human mind. So simple and certain are its methods that an intelligent child can make admirable pictures; yet so mysterious are the causes which produce the exquisite results that scientists disagree and are in doubt as to their precise nature.

The Mysterious

Image. A dry plate which has been exposed to the action of the light coming through the lens, has undergone a great change; yet that change cannot be detected by the aid of

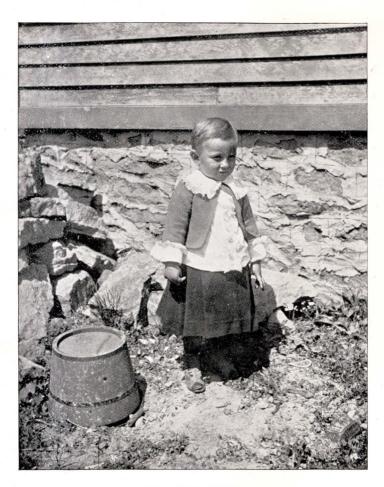


MADE WITH PREMO.

the most powerful microscope, but when the plate is placed under the influence of a few simple chemicals comprising the developer, wonder grows into amazement at the great change going on under one's very eyes; outlines of familiar objects come out, as first the sail, then the hull and the masts and riggings of a great vessel come to us from out the dimness of a fog.

Photography Universal in its

Application. The Amateur Photographer is now found among Physicians, Engineers, Architects, Insurance Men, in fact in nearly every walk of life. The business man finds in Photography a valuable assistant as well as a pleasant recreation, while for the tourist and pleasure seeker it has many charms.



MADE WITH PREMO.

To the

Tourist photography affords a never ending source of enjoyment. To record with accuracy the events and scenes of his tour is an enjoyment at the time, and a greater one when he sees the finished photograph, which is always a pleasant and valuable memento of a pleasant holiday.

For the

Bicyclist photography affords the means of securing a pictorial diary of the many scenes and incidents constantly passing in panoramic view, as he pedals mile after mile on his steed of steel.

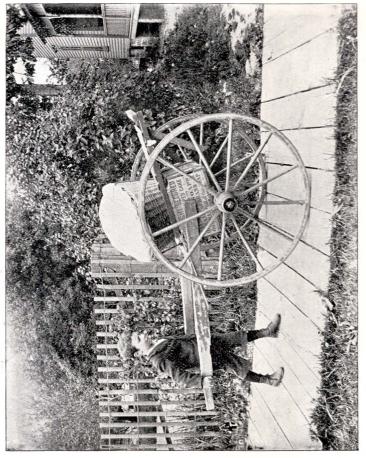
MADE WITH PREMO.

The

Sportsman will find the camera a valuable companion. Pictures of camp-life will prove intensely interesting to the friends at home, who are thus enabled to catch a glimpse of life in the woods. Then too they are not "fish stories" when you can show a photograph of the "catch." A camping outfit is not complete without a camera.

Architects Find

Photography invaluable, as it enables them quickly and at a small cost to secure a record of their executed work to show a client when necessary. The power of the photograph to seize the minutest detail, gives it a value far beyond the most careful free-hand sketch. Not only is there a charm to the architect in photographing his own work, but



the rapidity with which he can secure views of his work, makes photography of great value to him. Views of entire buildings or bits of detail may be secured in visits to other places, for use in his profession.

Engineers Find

the Camera a valuable aid, as in making reports to their chiefs of the progress of the work on a contract, they find that a photograph will convey a more definite idea, and will enlighten him more than the longest written report; photographs taken at intervals, with data written on the back, such as the number of men employed, average state of weather, etc., will give a definite idea of how much work a certain number of men will do in a given time.

MADE WITH PREMO, STYLE C.

Insurance

Men use photography to a great extent to take views of risks to send to the home office, as a photograph conveys much more definite knowledge than a sketch or diagram, and is much more readily made.

Many

Manufacturers recognize the value of photography as a means of accurately representing their products. A photograph of a machine or other wares gives a truthful and readily comprehended idea of their value; the minutest detail, which neither pencil, brush or graver can portray accurately, are faithfully represented whether the article is photographed in its natural size, reduced or enlarged; recognizing its merits, many manufacturers own a photographic outfit.

MADE WITH PREMO, STYLE D.

Physicians and

Surgeons with the aid of a camera are enabled to note and preserve for reference photographs of the many interesting cases constantly being brought under their care.

CAN I SUCCEED?

This is a question frequently asked us. Our answer is "Yes." We wish it were more generally known how easy it is to make the most beautiful photographs. Provided the amateur is supplied with apparatus of approved quality, we have no hesitancy in emphasizing the statement that anyone of average intelligence and ability can readily produce pictures of the most satisfactory character without previous experience.

MADE WITH PREMO, STYLE D.

Our little guide book, *The Amateur Photographer*, furnished with the Premo Camera, has been published especially for the beginner in photography. By following the simple directions given, success is assured.

Selecting a

Camera. A Camera that will afford the amateur the most pleasure, and prove of the highest service, must possess such features as will adapt it for "all around work," as the field now covered by the ambitious photographer is a wide one, and constantly growing.

A good Lens is a most important part of the outfit, as well as a durable Time and Instantaneous Shutter, free from jar and vibration. Compactness is a desirable feature, provided strength and rigidity are not sacrificed to secure it. Another feature, and one



MADE WITH PREMO, STYLE C.

of great importance, is the ease with which the Camera may be manipulated. It should be simply constructed and free from complicated parts. An instrument combining in the highest degree these important factors will be found to best meet the demands of the amateur photographer.

THE PREMO CAMERAS

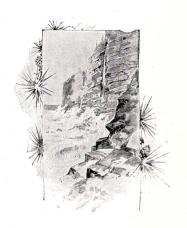
Combine these features, with many others, in an eminent degree. All who have seen the Premo pronounce it the most complete and practical Hand Camera yet introduced.

The success achieved by the original Premo has induced us to place on the market several new styles, and at prices that will permit even the most modest purchasers to possess a Camera of this series.

Testing. Every Premo is carefully examined and tested before leaving the factory, and is sold with our full guaranty.

Sample

Photographs. Upon receipt of 5 cents we will forward a specimen photograph made with 4×5 Premo; or for 8 cents we will send a specimen of work made with 5×7 Premo.





The Premo is conceded to be the most complete and practical Folding Camera ever introduced, possessing as it does meritorious features exclusively its own. It is constructed of selected Mahogany and finished in the best possible manner, being highly polished inside, and handsomely covered with black leather outside. We have spared no pains to make the Premo the very best camera in the market in detail as well as entirety. The success of our efforts in this direction can only be judged by a careful examination of the instrument

itself, as it is impossible to otherwise obtain any conception of the "completeness" of the Premo. Any adequate idea of its extreme portability, substantial construction, beauty of design, ease of manipulation and general fine finish can only be fully appreciated by a critical inspection, to which we invite all our friends interested in the latest and most approved forms of photographic apparatus.

The Premo is fitted with the necessary adjustments for both Hand and Tripod work, including Rising and Falling Front, and our new Central Swing-Back, the working parts of which are entirely within the Camera.

The focus is quickly obtained by means of the index and scale upon the bed. For tripod work, the panel in the back may be lowered and the full sized image adjusted on the groundglass screen. The screen on the Premo is spring acting, and does not close after withdrawing the holder, but remains open for its reinsertion. A touch on a spring button will close the screen for focusing, or to exert a pressure on the plate-holder when in place. The Premo is fitted with a Rapid Rectilinear Lens of great power, made expressly for this Camera.

Another important feature of this outfit is the Star Shutter, being first-class in every detail. It is easily and quickly set for either time or instantaneous exposures, is practically noiseless in operation, and perfectly free from vibration. The Star Shutter is of the safety pattern, the leaves remaining closed when setting.

A brilliant View Finder is attached to the bed of the Premo, and is reversible for upright and horizontal pictures.

The Plate-Holder furnished is without question the most practical holder in the market. It is extremely light in weight and very easy of manipulation, being made on the principle

of the Perfection Holder. Hard Rubber Slides are fitted in all Premo Holders.

When closed, the Premo measures only $5\frac{1}{2} \times 6\frac{1}{2} \times 4\frac{3}{4}$ inches, and weighs but a trifle over two pounds.

PRICE.

Premo, with one Holder,	4 × 5 \$30.00	5 x 7 \$38.00	6½x8½ \$50.00	8 x 10 \$65.00
Extra Plate Holders, -	, 0	1.50	1.75	2 25
Film Holders,	1.35	1.60	1.85	
Leather Covered Case, -	2.50	3.00	3.50	





FOR ROLL HOLDER.

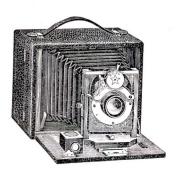
The Premo, for Roll Holder, is constructed similar to the original model, the only difference being that it is adapted for the use of both Glass Plates and Roll Films. This style is therefore necessarily a little less compact than the regular style, and as extreme compactness is a feature with many of our friends, the original model will still have the preference among a large class of workers, especially those who do not care for films.

The Premo, for Roll Holder, is sufficiently large to carry four Plate Holders.

PRICE.

	4 x 5	5 x 7	6½x8½	8 x 10
Premo, with one Plate Holder,	\$30.00	\$38 00	\$50.00	\$65.00
Extra Premo Holders,	1.25	1.50	1.75	2.25
Cut Film Holder,	1.35	1.60	1.85	
Roll Holder, empty,	8.00	10.00	16.00	
Roll of Films, 24 Exposures,	1.50	3.00	4.00	
Roll of Films, 48 Exposures,	3.00	6.00	8.00	
Leather Covered Case,	2.50	3.00	3.50	





STYLE B.

Premo B follows closely in design the regular style, but is not made of Mahogany, and consequently not so highly finished, yet the same care is executed in its construction throughout.

It is provided with our new Central Swing Back and Sliding Front, thus adapting it for hand and tripod work.

Premo B is fitted with the Star Shutter and R. O. Co.'s Single View or Rapid Rectilinear Lens, as may be preferred. The latter is pre-

cisely the same as supplied with the Premo. The ground-glass screen is spring actuated and recedes to allow the insertion of the plate-holder.

A Reversible View Finder is attached to the bed for both upright and horizontal pictures, also two nuts for tripod use.

The outside dimensions of Premo B are only $4\frac{3}{4} \times 5\frac{1}{2} \times 6\frac{1}{2}$ inches, including space for three double plate-holders. It is handsomely covered with leather and has a neat leather handle for carrying.

PRICE.

	4 X 5	5 X 7
Premo B, with one Plate-Holder,	\$20.00	\$27.00
With Rapid Rectilinear Lens,	25.00	35.00
Extra Premo Plate Holders,	1.25	1.50
Cut Film Holders,	1.35	1.60
Leather Covered Case,	2.50	3.00



STYLE C.

This style Premo will at once find favor among a large class of amateurs desiring a thoroughly practical camera at a moderate outlay.

Premo C is very carefully made, the work-manship being of the best. It is exceedingly neat in appearance, being shellacked inside and covered with fine black leather outside.

Premo C is fitted with our new Safety Shutter, a neat an 1 effective device for all classes of

work. The Lens is the R. O. Co.'s Single View with Rotating Diaphragms.

Style C is also fitted with our new Central Swing-Back and Adjustable Front, thus adapting it for general work, either in the hand or on a tripod.

The Focusing Scale on the bed is accurately marked with white figures on a black ground.

The Ground-Glass Screen is spring acting, similar to style B. A hinged panel in the back permits the full sized image to be focused on the screen when desired.

The View Finder is attached in a convenient position, and is reversible for both upright and horizontal pictures.

Premo C carries the regular Plate Holder, which is conceded to be the best on the market. Size and weight same as style B.

PRICE.		
	4 X 5	5 × 7
Premo C, with one Plate Holder,	\$15.00	\$22.00
Extra Premo Holders,	1.25	1.50
Cut Film Holders,	1.35	1.60
Reather Covered Case,	2.50	3.00



STYLE D.

Premo D is like style C, except it is without the Swing Back and Adjustable Front, and the Lens has rigid diaphragm.

The same care is exercised in its construction as in the others of the series, every part being carefully adjusted and working with ease and precision.

The same Shutter and Lens are used as on style C.

The Ground-Glass Screen is removable. To focus on the Ground-Glass, slide the screen in

the forward groove. When placed in the rear groove it acts as a support for the plate holder, the springs on the screen serving to exert a pressure on the plate holder, keeping it in place.

Premo D is fitted with a reversible finder and two tripod plates for upright and horizontal views.

When closed, this camera measures only $5\frac{1}{2} \times 5\frac{3}{8} \times 6\frac{1}{4}$ inches, including space for three Premo plate holders.

The Premo, style D, is a thoroughly practical camera, and will fully meet the demands of a large class of amateurs. It is without question the best Folding Camera ever offered at so low a price.

PRICE.

	4 X 5	5 x 7
Premo D, with one Plate Holder,	\$12.00	\$20.00
Extra Premo Holders,	1.25	1.50
Cut Film Holder,	1.35	1.60
Leather Covered Case.	2.50	3.00

MADE WITH PREMO.

THE PREMO CAMERA.



FOR SALE BY

H. BERG & SON,