

The
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Premo



PRICE \$5.00.

MANUFACTURED BY

ROCHESTER OPTICAL CO.

ROCHESTER, N. Y.



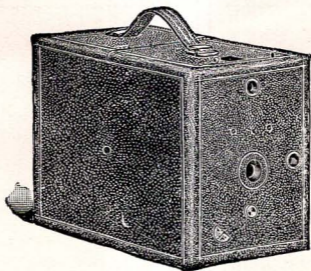
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PORTRAIT MADE WITH PREMO V.

THE PREMO V.



PREMO V has been designed for the purpose of enabling those who are anxious to enjoy the pleasures of Amateur Photography—but wish to invest at first but a moderate amount in an outfit—“to try their hand” as it were.



PREMO V is a thoroughly practical Camera—not a toy. It possesses many advantageous features entirely its own, and is, without question, the finest Camera yet offered at so low a price.



Making Photographs with PREMO V is simplicity itself. Anyone can operate it. The plate, $3\frac{1}{4} \times 4\frac{1}{4}$ inches, is a standard size the world over, and supplies can be obtained anywhere. PREMO V will make portraits and groups as well as marine and landscape views and general instantaneous work.



Among its distinctive features, are the shifting diaphragms and a device for regulating the speed of the shutter.

The Lens furnished with **PREMO V** is our popular Achromatic Lens. It gives sharp definition, has a flat field, and is conceded to be the best of the moderate priced Lenses. It has a universal focus, no adjustment being necessary.



The silent shutter is a most ingenious device. Its construction is such that the change from time to instantaneous exposures may be quickly and easily made. Simply move the press button to the right or left until letter I or T appears, I signifying the shutter is set for an instantaneous exposure, and T for time.



The **PREMO V** is fitted with two view finders, as well as two tripod plates, for vertical or horizontal exposures.



Though moderate in price, **PREMO V** is carefully made and free from all complicated parts. Instruction manual accompanies each Camera.



PRICE:

Premo V with one plate holder, neatly boxed, . . .	\$5.00
Extra plate holders, double, each,	1.00
Facile Tripod weight 17 ounces,	2.00
Premo V , Developing and Printing Outfit, . . .	1.50



MADE WITH PREMO V.

Our Premo Catalogue

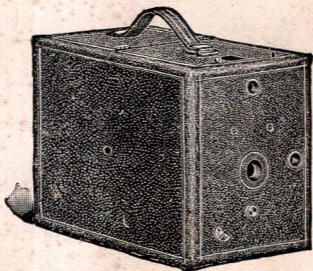
Containing illustrations and detailed description of the PREMO in twenty different styles, may be had from your dealer for the asking.

Our General Catalogue

Containing description of Tripod Cameras, will be mailed upon application.

ROCHESTER OPTICAL CO.,

ROCHESTER, N. Y.



Premos Produce Perfect Pictures.

FOR SALE BY

JOHN P. LOVELL ARMS CO.,

180 Middle Street,

PORTLAND, ME.