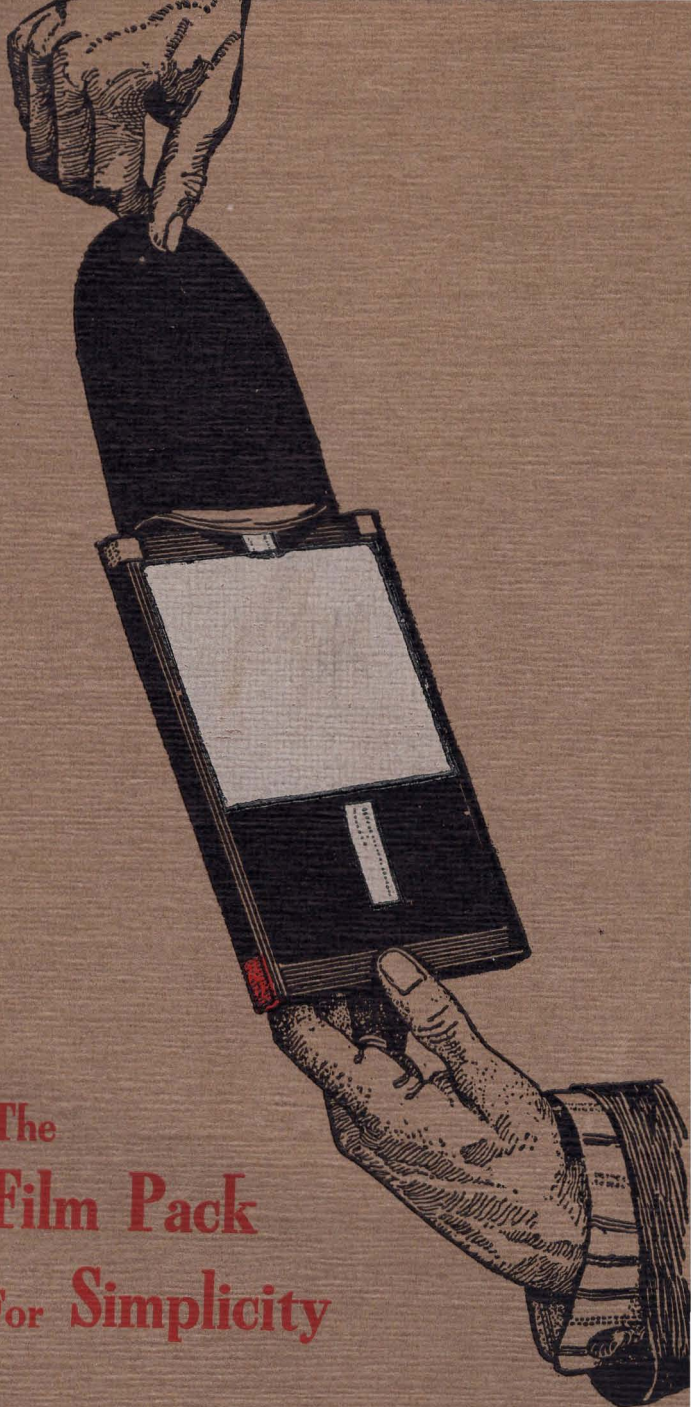
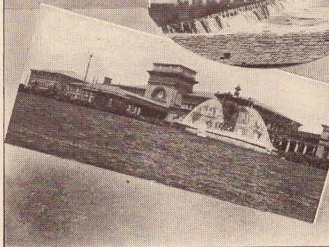
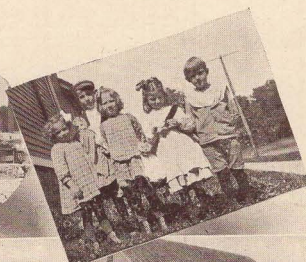
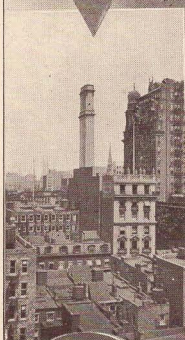
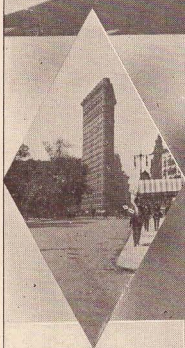
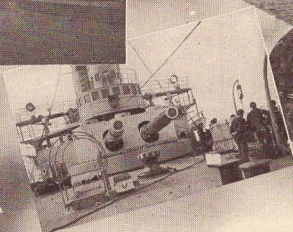
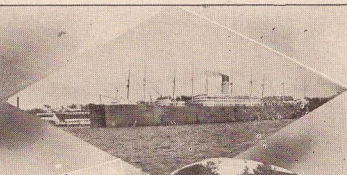


The  
Film Pack  
For Simplicity



C.D.D



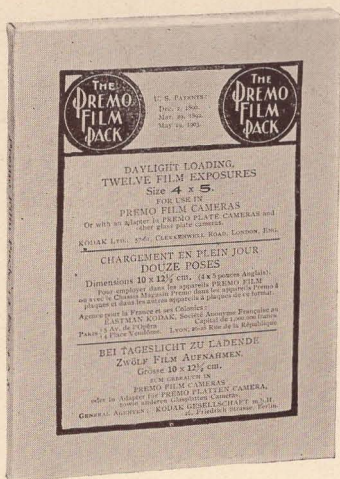
# Twelve Perfect Pictures

In Every Premo  
Film Pack

Rochester Optical Co.  
Manufacturers  
Rochester, N. Y.



**S**implicity is the spirit—the urgent demand of the age. For



*"Sold in a neat,  
close-fitting carton"*

simplicity means convenience and in its truest sense, the greatest efficiency. When we say then "The Film Pack for Simplicity," we offer to the millions of men and women who are making amateur pictures, and to

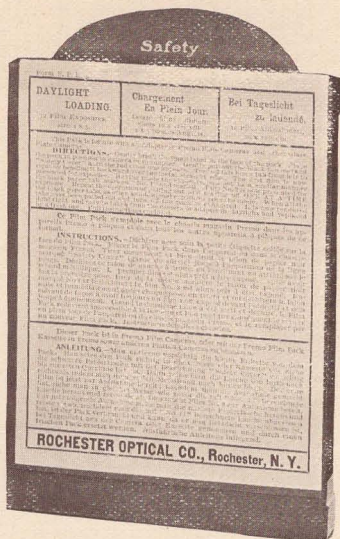
those other millions who sooner or later will take up this most fascinating of recreations, a system of the greatest convenience and of perfect efficiency — one which may be used in film or plate camera with equal facility.

One of the greatest advantages of the film pack is the possibility of focusing without employing bulky and inconvenient attachments. With the Premo Film Pack each image may be focused on the ground glass as easily as with plates and without the aid of special attachments of any kind.

When in Developing, the films are individually treated just as plates.

With the film pack one doesn't have to wait until the entire pack of twelve films is exposed, but one or more can easily be removed for development at any time. Neither do pack films curl in development, and chemically they are the best obtainable, being made for us by the Eastman Kodak Co., from their N. C. stock.

To the owner of a plate camera, the film pack is invaluable. He can load it in his camera as easily as plates and in broad daylight. Thus for his vacation and on all occasions when convenience and light weight are important, he can use films; on the other hand, for pictures around the home or where weight doesn't count, plates may be as easily employed.



*"The Premo Film Pack removed from carton"*





*“Cut the small  
white label at  
the back”*

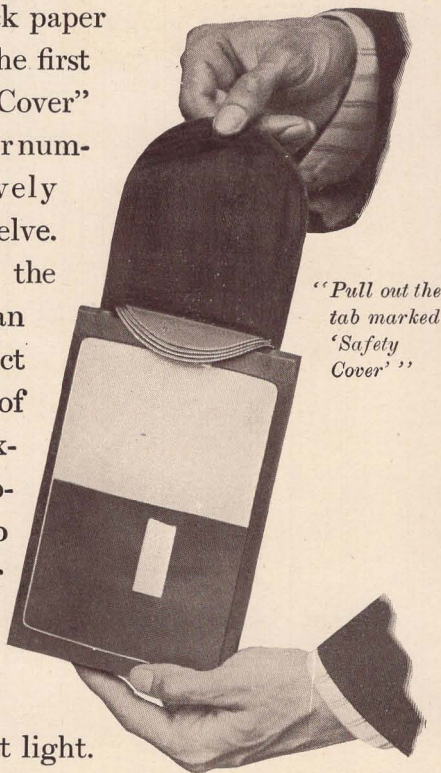
**A**s for efficiency, the fact that the Film Pack is being used by the most prominent photographers in the country, is sufficient warrant of the results obtained. The Film Pack, although it has been on the market only a little more than two years, has sprung into such instant favor that there is hardly a dealer in this country or in Europe who does not have it for sale.

In a word, the Premo Film Pack, possesses the focusing and individual treatment features of plates, combined with the convenient, non-breakable and daylight loading qualities of films.

To illustrate the great simplicity, the remarkably easy manipulation of the Film Pack, in the succeeding pages, we shall describe its operation in detail.

The Premo Film Pack is sold in a neat close-fitting carton from which by opening the two end flaps, the pack is easily removed.

The pack itself consists of a compact, light-proof case of cardboard, from the top of which 13 black paper tabs protrude—the first marked “Safety Cover” and the remainder numbered successively from one to twelve. At one side of the pack appears an opening the exact size and shape of the film to be exposed. This opening is filled up with black paper sealed at the top by a white label affording ample protection against light.





If we cut or break this label the pack is ready to be placed in the camera *and exposed*, but before doing so, we will examine its method of operation.

If we draw out from the top the tab marked "Safety Cover," we find that it is a continuation of the black paper mentioned on the preceding page, and pulls it around to the back of all the films, uncovering the first one.

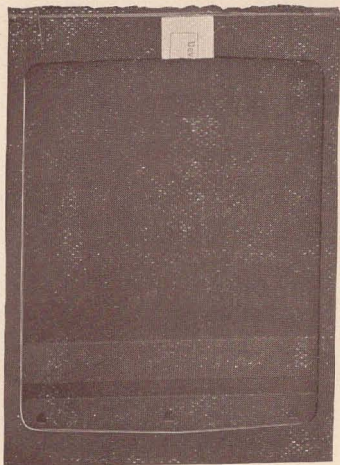
In the camera, this film would now be exposed. Then if we draw out tab No. 1 we notice that film No. 1 is attached to the same and that this film is pulled around

to the back just as the black paper was uncovering film No. 2 for exposure. Such is the very simple operation of the film pack, successive tabs being drawn out and exposures made until the entire pack of twelve is exhausted.



When tab No. 12 attached to the last film is drawn out, a black card is left which of itself seals the pack effectually, so that it may be removed from the camera in any light.

As the tabs are drawn out as far as they will go, they are torn off and thrown away, being of no further use.



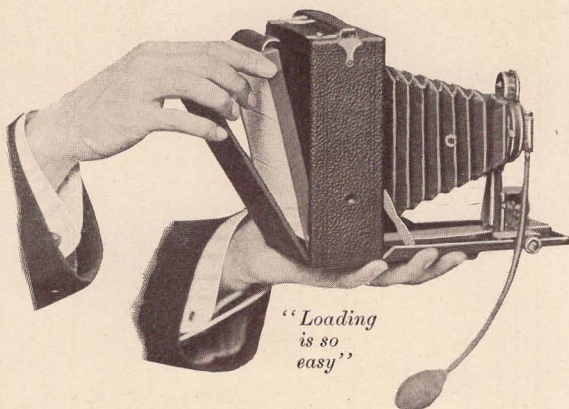
Having seen the operation of the pack, let us

*“The pack is automatically rendered light-tight on the withdrawal of the last film”*

examine the process of loading, first in the exclusively film Premo cameras of which we manufacture a variety of styles. These cameras are the easiest to load of any ever manufactured. The back panel or door is opened, the film pack dropped in place, the panel closed and all is ready. The tabs of the pack are drawn out and exposures made as we have just seen.

In plate cameras the pack is loaded by means of the film pack adapter.

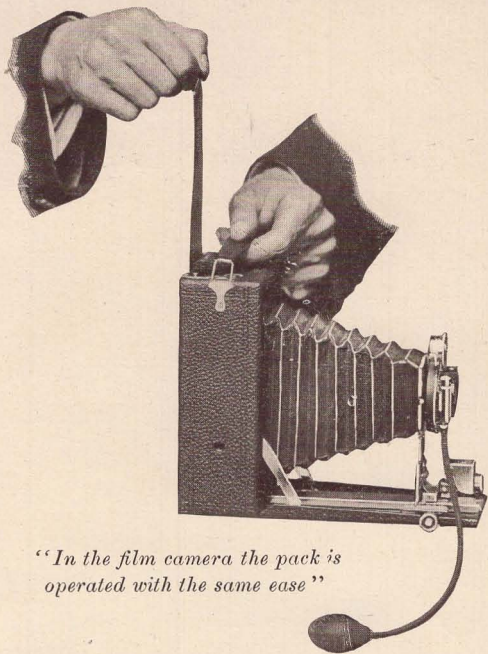




*"Loading  
is so  
easy"*

The Film Pack Adapter is a device very similar in size and shape to an ordinary plate holder. In fact, the face is identically the same, but there is no middle septum and the back is hinged so that the pack may be dropped in place, the back closed and the adapter inserted in the camera just as the ordinary holder. Recollect, the entire operation of loading is effected in broad daylight.

Exposures are then made with the Film Pack as usual, but at any time the adapter slide may be inserted and the adapter removed in daylight. In this manner each image, before the exposure may be sharply focused on the ground glass just as though plates were being used, or plates can be interchanged at any time.



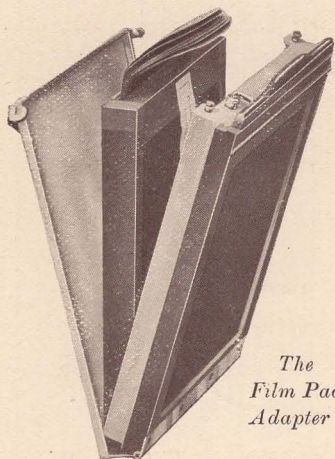
*"In the film camera the pack is  
operated with the same ease"*

**T**he films are perfectly secure from the light in the adapter and may be left in the same indefinitely.

When used with Film or Plate camera at any time one or more films can be removed for development. To remove one or more films before the entire pack is exposed, the camera or adapter is taken to the dark room, the pack removed, the two red seals at each side cut and the bottom flap pulled down. The exposed films may be easily removed, the flap reclosed and the pack replaced in the camera ready for the remaining exposures. This operation may be repeated as often as desired until the film pack is exhausted.



**O**ur exclusively Film Pack Cameras comprise a variety of styles, af-



*The  
Film Pack  
Adapter*

fording a ready selection to the amateur requiring a film camera for whatever purpose.

The Premoette for  $2\frac{1}{4} \times 3\frac{1}{4}$  pictures, is the smallest camera in the world for pictures of this size. It is a perfect

little folding camera at Five Dollars.

The Box Film Premo, an excellent camera of the box type, with universal focus lens, is made in two sizes:  $3\frac{1}{4} \times 4\frac{1}{4}$ , \$5.00;  $4 \times 5$ , \$6.50.

Film Premo No. 1 is a folding camera with double lens and automatic shutter, very compact. In three sizes:  $3\frac{1}{4} \times 4\frac{1}{4}$ , \$10.00;  $3\frac{1}{4} \times 5\frac{1}{2}$ , \$12.50;  $4 \times 5$ , \$12.50.

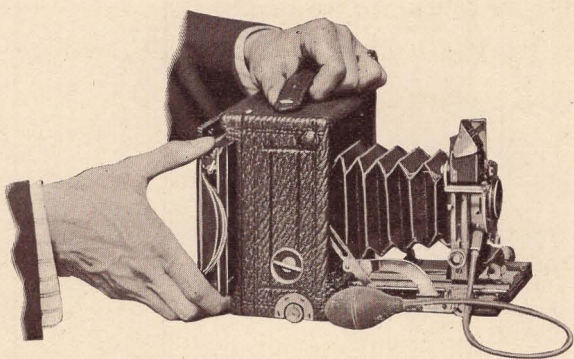
Film Premo No. 3, the highest type of the exclusively film camera, with rack and pinion focusing attachment and extra fine optical equipment, is designed for the more ambitious amateur. It is very compact and easy of manipulation. Prices —  $3\frac{1}{4} \times 4\frac{1}{4}$ , \$16.00;  $3\frac{1}{4} \times 5\frac{1}{2}$ , \$18.00;  $4 \times 5$ , \$18.00.

**P**remo plate cameras, or better, Premo cameras which take plates or films at choice, have been known to the photographic public for over twenty years. They are made in eighteen different models and range in price from the Pocket Premo C, \$12.00, to the Premo Supreme, \$268.00.

Film Pack Adapters can be furnished for all Premo cameras in sizes up to 5 x 7. For cameras of other manufacture, adapters can generally be furnished if sample plate holders be sent us.

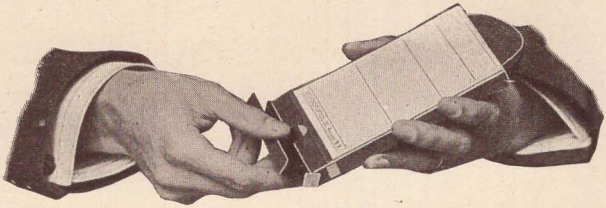
Adapters are inexpensive, prices being as follows: 3  $\frac{1}{4}$  x 4  $\frac{1}{4}$ , \$1.00; 3  $\frac{1}{4}$  x 5  $\frac{1}{2}$ , \$1.50; 4 x 5, \$1.50; 5 x 7, \$2.50.

Prices for film packs are: 2  $\frac{1}{4}$  x 3  $\frac{1}{4}$ , \$0.40; 3  $\frac{1}{4}$  x 4  $\frac{1}{4}$ , \$0.70; 3  $\frac{1}{4}$  x 5  $\frac{1}{2}$ , \$0.80; 4 x 5, \$0.90; 5 x 7, \$1.60.



*"The Adapter is inserted in plate cameras  
just like a plate holder"*





*"Pull down the bottom flap"—*

**O**f the many photographers who are using this system, we have space for the experience of only a few.

MR. GEO. T. POWERS, President of the Chicago Camera Club, writes as follows:

"I use a great many of the Film Packs when traveling, and have always found them very satisfactory. They are light and convenient and suitable for all kinds of photographic work. Satisfactory results are what we are after, and these can be obtained by using the Film Pack."

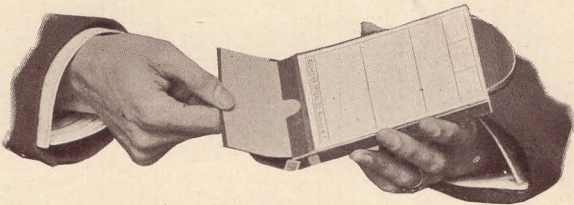
GEO. T. POWERS,  
President of the Chicago Camera Club.

MR. THEODORE C. MULLER, Official Photographer of the U. S. War Department, in sending us some fine negatives of recent army manœuvres, writes:

"I am sending under separate covers a series of Film Pack Negatives I made at the Army Manœuvres of the Atlantic Division held at Manassas, Va., last September. They are the best that were made, either on plates or films, and I can safely say, with the compliments received on the work from the War Department, that this is the best method of Film on the market."

THEO. C. MULLER,  
Official War Photographer.

Catalogue of our complete line of Premo Cameras  
will be mailed to any address on request.



*"And remove the exposed  
film or films"*

**ROCHESTER OPTICAL CO., Rochester, N. Y.**