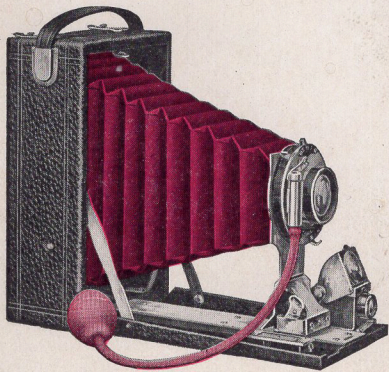


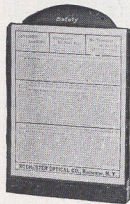
MAR 1 - 1911



# PREMO CAMERAS

*Holidays & Winter*  
1910 - 1911

## FOR YOURSELF OR A FRIEND

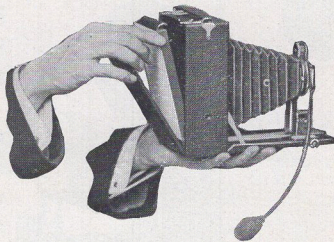


The Pack.

Whether you are looking for a camera to use permanently yourself, or wish to specially please someone with the gift of a camera, you will find that there is a Premo which will best answer either purpose.

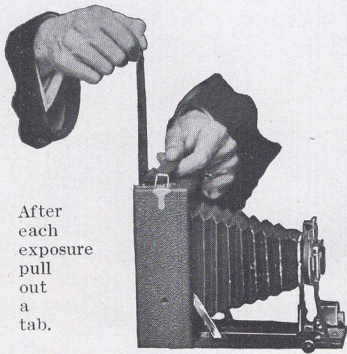
For Premos are the smallest, the lightest, the easiest to load and operate of all cameras. And these advantages are possible owing to the convenience and unique feature of the Premo Film Pack—the medium which stands back of all Premo Cameras and explains their great success.

The Film Pack is the easiest and quickest of all photographic mediums to load—just open



Loading is Easy.

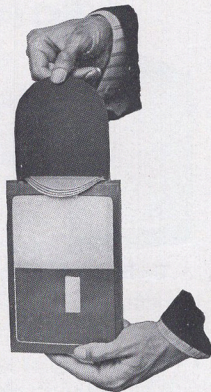
back of camera, drop in pack, close back, and the camera is loaded in daylight.



After each exposure pull out a tab.

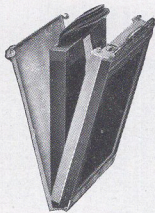
After each exposure, merely pull out from the top a black paper tab, which pulls the exposed film away from the front, around the bottom to the back, uncovering the next film for exposure.

These films are all separate, and at any time, one or more can be removed for development without waiting until all are exposed—a unique and most important feature.



This is the way the pack operates in the camera.





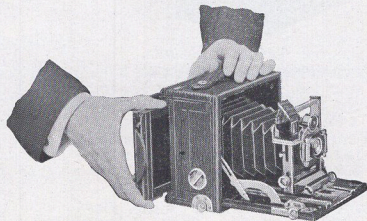
The Adapter.

Film Pack films are from the Eastman N. C. stock and may be developed by tray or in the Premo Film Pack Tank.

As described above, the Film Pack is loaded directly into any of our purely film cameras. But it can also be used in any of our plate cameras, converting such instrument into a daylight loading film camera, and at the same time, retaining all its advantages of ground glass focusing.

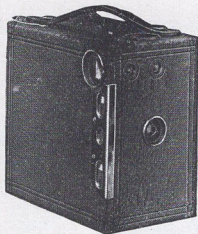
The adapter is interchangeable with the plate holder, being inserted in the camera in exactly the same way.

At any time, the adapter slide may be inserted and the adapter removed, so that each subject may be sharply focused on the ground glass.



The Adapter is loaded just like a holder.





## PREMO JRS. Nos. 1, 1A, 3 and 4

There is nothing in the entire process of picture making with a Premo Junior, which even a child cannot instantly perform without the slightest previous knowledge of photography. No focusing is necessary—just the pulling out of tabs and the pressing of a lever.

It is a splendid gift for any youngster, and at the same time, produces pictures which make it very acceptable to the older people.

**CAPACITY**—12 film exposures.

**DIMENSIONS**—No. 1,  $3\frac{1}{8} \times 4\frac{1}{2} \times 5\frac{3}{4}$  in.; No. 1A,  $3\frac{1}{2} \times 5\frac{1}{2} \times 5\frac{7}{8}$  in.; No. 3,  $4 \times 5\frac{1}{2} \times 5\frac{3}{4}$  in.; No. 4,  $4\frac{3}{4} \times 6\frac{1}{4} \times 6\frac{1}{2}$  in.

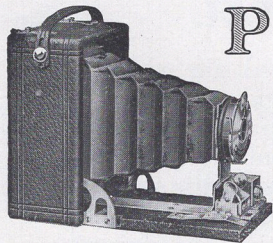
**WEIGHT**—No. 1, 12 ounces; No. 1A, 14 ounces; No. 3, 20 ounces; No. 4, 25 ounces.

**LENS**—Meniscus Achromatic.

**SHUTTER**—Automatic with diaphragm stops. Two Tripod Sockets and two Finders.

### PRICE

	No. 1 $2\frac{1}{4} \times 3\frac{1}{4}$	No. 1A $2\frac{1}{2} \times 4\frac{1}{4}$	No. 3 $3\frac{1}{4} \times 4\frac{1}{4}$	No. 4 $4 \times 5$
Premo Junior, . . . .	\$2.00	\$3.00	\$4.00	\$5.00
Carrying Case, . . . .	.75	.85	1.10	1.25
Premo Film Pack (12 exposures),	.40	.50	.70	.90



## PREMOETTES Nos. 1 and 1A

Here are two little cameras making good size pictures, either of which one can easily carry in the pocket without noticing it. They are the smallest and lightest of all cameras for pictures of practical size.

Each offers all that ease of loading and operating that characterizes all Film Pack Premos—and they make excellent pictures. Suitable for the children and the older people too.

CAPACITY—12 film exposures.

DIMENSIONS—No. 1,  $1\frac{7}{8} \times 3\frac{3}{8} \times 4\frac{1}{2}$  in.; No. 1A,  $2\frac{1}{8} \times 3\frac{5}{8} \times 5\frac{1}{2}$  in.

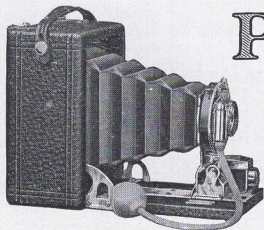
WEIGHT—No. 1, 11 ounces.; No. 1A, 16 ounces.

LENS—Single Meniscus.

SHUTTER—Premoette automatic for time, bulb and instantaneous exposures. Two Tripod Sockets and Reversible Finder.

### PRICE

	No. 1 $2\frac{1}{4} \times 3\frac{1}{4}$	No. 1A $2\frac{1}{2} \times 4\frac{1}{4}$
Premoette, with Meniscus Lens and Premoette Shutter, . . .	\$5.00	\$6.00
Carrying Case, . . .	.75	.85
Premo Film Pack (12 exposures), .	.40	.50



## PREMOETTE SPECIAL

These cameras possess all the advantages of compactness, light weight, daylight loading and film pack convenience of the regular models, but are fitted with double rapid rectilinear lenses and single valve automatic shutters.

Beautifully finished, either will make a substantial, handsome gift, sure to please anyone.

**CAPACITY**—12 film exposures.

**DIMENSIONS**—No. 1 Special,  $2\frac{1}{8} \times 3\frac{1}{4} \times 4\frac{3}{4}$ ; No. 1A Special,  $2\frac{1}{8} \times 3\frac{5}{8} \times 5\frac{1}{2}$ .

**WEIGHT**—No. 1 Special, 11 ounces;  
No. 1A Special, 16 ounces.

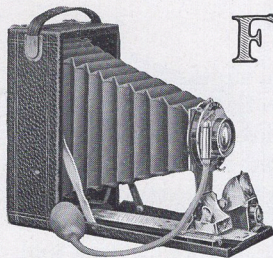
**LENS**—Rapid Rectilinear.

**SHUTTER**—Single Valve Automatic.  
Two Tripod Sockets and Reversible Finder.

### PRICE

	No. 1 $2\frac{1}{8} \times 3\frac{1}{4}$	No. 1A $2\frac{1}{8} \times 3\frac{5}{8}$
Premoette Special with R. R. Lens and S. V. Auto. Shutter, . . . . .	\$ 9.00	\$10.00
Premoette Special with Zeiss Kodak Anastigmat Lens <i>f</i> .6.3 and Compound Shutter, . . . . .	40.25	41.30
Premoette Special Carrying Case (sole leather), . . . . .	1.00	1.25
Premo Film Pack (12 exposures), . . . . .	.40	.50





# FILM PREMO No. 1

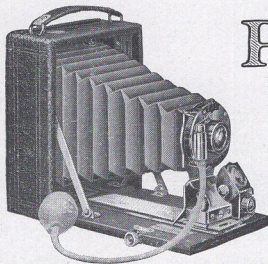
**CAPACITY**—12 film exposures.  
**DIMENSIONS**— $3\frac{1}{4} \times 4\frac{1}{4}$ ,  $2\frac{1}{8} \times 4 \times 5\frac{1}{2}$  in.;  $3\frac{1}{4} \times 5\frac{1}{2}$ ,  $2\frac{1}{4} \times 4 \times 6\frac{3}{4}$  in.,  $4 \times 5$ ,  $2\frac{1}{4} \times 4\frac{3}{4} \times 6$  in.;  $5 \times 7$ ,  $2\frac{1}{2} \times 5\frac{3}{4} \times 8\frac{1}{8}$  in.  
**WEIGHT**— $3\frac{1}{4} \times 4\frac{1}{4}$ , 18 ozs.;  $3\frac{1}{4} \times 5\frac{1}{2}$ , 20 ozs.;  $4 \times 5$ , 20 ozs.;  $5 \times 7$ , 46 ozs.  
**LENS**—Rapid Rectilinear.  
**SHUTTER**—Single Valve Automatic.  
 Two Tripod sockets and Reversible Brilliant Finder.

These are the smallest, the lightest, the easiest to load and operate of all cameras, making pictures of corresponding sizes, and the nearest dealer will gladly prove it to you

They load in daylight and have excellent optical equipments, adapting them for work of any character. The cameras are handsomely finished, covered with grain leather, and are peculiarly suitable as gifts for any occasion.

## PRICE

	$3\frac{1}{4} \times 4\frac{1}{4}$	$3\frac{1}{4} \times 5\frac{1}{2}$	$4 \times 5$	$5 \times 7$
Film Premo No. 1 with R. R. Lens and Single Valve Auto. Shutter,	\$10.00	\$12.50	\$12.50	\$20.00
Sole Leather Carrying Case,	1.25	1.50	1.50	2.25
Premo Film Pack (12 exposures),	.70	.80	.90	1.60



## POCKET PREMO C

This neat little camera, slipping readily into any ordinary pocket, offers the choice of making any kind of amateur pictures on films or plates, as may be preferred, and with either, every subject can be focused on the ground glass.

The covering is genuine leather, all metal parts are handsomely nickeled, and a rack and pinion focusing attachment is provided.

CAPACITY—12 film or 2 plate exposures.

DIMENSIONS— $3\frac{1}{4}$  x  $4\frac{1}{4}$ , 2 x 4 x  $5\frac{1}{4}$  in.;  $3\frac{1}{4}$  x  $5\frac{1}{2}$ ,  $2\frac{1}{4}$  x  $4\frac{1}{2}$  x  $6\frac{3}{4}$  in.

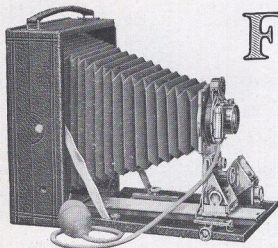
WEIGHT— $3\frac{1}{4}$  x  $4\frac{1}{4}$ , 21 ozs.;  $3\frac{1}{4}$  x  $5\frac{1}{2}$ , 27 ozs.

LENS—Rapid Rectilinear.

SHUTTER—S. V. Automatic. Two Tripod Sockets and Reversible Hooded, Brilliant Finder.

### PRICE

	$3\frac{1}{4}$ x $4\frac{1}{4}$	$3\frac{1}{4}$ x $5\frac{1}{2}$
Pocket Premo C with R. R. Lens and S. V. Auto. Shutter and plate holder, . . .	\$12.00	\$15.00
Double Plate Holder, . . . . .	.80	1.00
Sole Leather Carrying Case, . . . . .	1.50	1.75
Premo Film Pack Adapter, . . . . .	1.00	1.50
Premo Film Pack (12 exposures), . . .	.70	.80



## FILMPLATE PREMO

CAPACITY—12 film or 2 plate exposures.

DIMENSIONS— $3\frac{1}{4} \times 4\frac{1}{4}$ ,  $2 \times 4\frac{1}{8} \times 5\frac{3}{8}$  in.;  $3\frac{1}{4} \times 5\frac{1}{2}$ ,  $2 \times 4\frac{1}{8} \times 6\frac{5}{8}$  in.;  $4 \times 5$ ,  $2\frac{1}{8} \times 4\frac{7}{8} \times 6\frac{1}{8}$  in.;  $5 \times 7$ ,  $2\frac{5}{8} \times 6 \times 8\frac{3}{8}$  in.

WEIGHT— $3\frac{1}{4} \times 4\frac{1}{4}$ , 26 ounces;  $3\frac{1}{4} \times 5\frac{1}{2}$ , 30 ounces;  $4 \times 5$ ,  $28\frac{1}{2}$  ounces;  $5 \times 7$ , 48 ounces.

Two Tripod Sockets and Reversible Brilliant Finder.

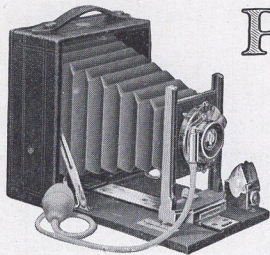
As the name of this model suggests, it is designed for both films and plates. It is made as light and compact as a purely film camera, and, at the same time has a ground glass for accurate focusing and perfect composition.

Each camera is fitted with rising and sliding front, swing bed, rack and pinion for focusing, and price includes plate holder and adapter.

### PRICE

	$3\frac{1}{4} \times 4\frac{1}{4}$	$3\frac{1}{4} \times 5\frac{1}{2}$	$4 \times 5$	$5 \times 7$
Filmplate Premo, Planatograph Lens and D. V. Auto. Shutter, With Zeiss Kodak Anastigmat lens	\$24.00	\$26.50	\$26.50	\$35.00
f.6.3 and D. V. Auto. Shutter, .	44.50	51.50	51.50	74.50
Ditto, with Compound Shutter, .	52.80	62.30	62.30	85.05
Sole Leather Carrying Case, .	1.75	2.00	2.00	2.50
Premo Film Pack (12 exposures),	.70	.80	.90	1.60





CAPACITY—12 film or 2 plate exposures.

DIMENSIONS— $2\frac{1}{2}$  x  $5\frac{1}{4}$  x  $6\frac{1}{4}$ .

WEIGHT—24 ounces.

LENS—Rapid Rectilinear.

SHUTTER—Single Valve Automatic.  
Two Tripod Sockets. Reversible  
hooded brilliant finder. Rising  
and Falling Front.

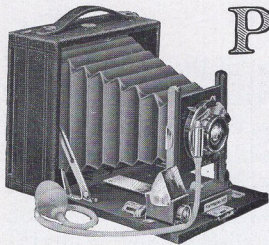
## PONY PREMO No. 1

This camera, while designed more particularly for the beginner, and sold at a very modest price, is suitable for all ordinary work. It uses plates or the Premo Film Pack, and it has a ground glass for sharp focusing and accurate composition with either.

The instrument is strongly built for service, and price includes carrying case and one double plate holder.

### PRICE

	4 x 5
Pony Premo No. 1, with R. R. Lens and S. V. Auto. Shutter, . . . . .	\$12.00
Premo Film Pack Adapter, . . . . .	1.50
Premo Film Pack (12 exposures) . . . . .	.90



## PONY PREMO No. 2

With the same general characteristics as the Pony Premo No. 1, this camera has the additional advantage of reversible back—an important consideration to many.

Ground glass focusing, combined with the use of either films or plates, make it an exceptional value at the price, which includes carrying case and one plate holder.

Metal parts are highly nickeled.

**CAPACITY**—12 film or 2 plate exposures.

**DIMENSIONS**—4 x 5, 2½ x 6 x 6 in.;  
5 x 7, 3¼ x 8¼ x 8¾ in.

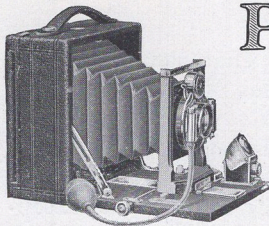
**WEIGHT**—4 x 5, 28 ounces; 5 x 7,  
50 ounces.

**LENS**—Rapid Rectilinear.

**SHUTTER**—Single Valve Automatic.  
One Tripod Socket. Reversible,  
Hooded, Brilliant Finder.

### PRICE

	4 x 5	5 x 7
Pony Premo No. 2, with R. R. Lens and S. V.		
Shutter, . . . . .	\$14.00	\$18.50
Premo Film Pack Adapter, . . . . .	1.50	2.50
Premo Film Pack (12 exposures), . . . . .	.90	1.60



## PONY PREMO No. 3

**CAPACITY**—12 film or 2 plate exposures.

**DIMENSIONS**—4 x 5, 2½ x 6 x 6 in.; 5 x 7, 3¼ x 8¼ x 8¼ in.

**WEIGHT**—4 x 5, 33 ounces; 5 x 7, 56 ounces.

**LENS**—Rapid Rectilinear.

**SHUTTER**—Double Valve Automatic. Hooded brilliant, reversible Finder. One Tripod Socket.

Pony Premo No. 3 has all the advantages of its two predecessors and the additional ones of rack and pinion for easy, exact focusing, long bellows draw, and double valve automatic shutter, working for retarded speeds, as well as for time, bulb and instantaneous exposures.

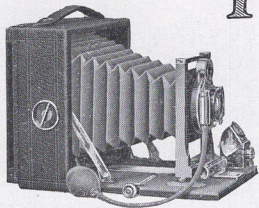
It may be loaded with films or plates, and it offers the ground glass focusing feature with either. Price includes case and holder.

### PRICE

	4 x 5	5 x 7
Pony Premo No. 3, with R. R. Lens and D. V. Auto Shutter, . . . . .	20.00	\$26.00
Premo Film Pack Adapter, . . . . .	1.50	2.50
Premo Film Pack (12 exposures) . . . . .	.90	1.60



## PONY PREMO No. 4



**CAPACITY**—12 film or 2 plate exposures.

**DIMENSIONS**—4 x 5, 2 $\frac{3}{4}$  x 6 x 6 in.;  
5 x 7, 3 $\frac{1}{4}$  x 8 $\frac{1}{4}$  x 8 $\frac{1}{4}$  in.

**WEIGHT**—4 x 5, 36 ozs.; 5 x 7, 60 ozs.

**LENS**—Planatograph.

**SHUTTER**—Double Valve Automatic. Hooded brilliant, reversible Finder. One Tripod Socket.

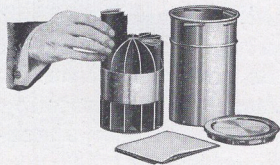
A beautifully finished, thoroughly efficient outfit, suitable for expert or beginner. With all the good points of its three predecessors, it has additional equipment of self-centering swing back, automatic standard clamp, Planatograph lens and long bellows draw.

Takes films or plates, and price includes carrying case and double plate holder.

### PRICE

	4 x 5	5 x 7
Pony Premo No. 4, with Planatograph Lens and D. V. Auto Shutter, . . . . .	\$24.00	\$32.00
With Zeiss Kodak Anastigmat Lens <i>f</i> .6.3 and Auto Shutter, . . . . .	49.00	71.50
Ditto, with Compound Shutter, . . . . .	59.80	82.05
Premo Film Pack Adapter, . . . . .	1.50	2.50
Premo Film Pack (12 exposures), . . . . .	.90	1.60

## PREMO FILM PACK TANK

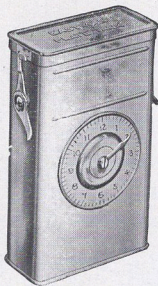


The Premo Film Pack Tank assures the veriest beginner that every pack of films placed in the tank, where the simple directions are implicitly followed, will come out developed perfectly. It is simplicity itself. It requires no experience, consisting merely of a tank with cover for the developer and a cage or

receiver in which the films are placed for development. The best way for novice or experienced.

### PRICE

Premo Film Pack Tank No. 1, for 12 2¼ x 3¼ films,	\$1.25
Do., No. 2, for 12 3¼ x 4¼, 3¼ x 5½ or 4 x 5 films,	3.50
Do., No. 3, for 6 5 x 7 films,	4.00
Premo Tank Developing Powders, in packages of 6, No. 1,	.20
Premo Tank Developing Powders, in packages of 6, No. 2,	.25
Premo Tank Developing Powders, in packages of 6, No. 3,	.35
Kodak Acid Fixing Powder, per 1 pound package,	.25



## EASTMAN PLATE TANK

As Film Pack films may be developed in the Premo Film Pack Tank, so those who use our plate cameras can assure themselves of the same perfection in the development of their plates by using the Eastman Plate Tank which works upon the same principle.

### PRICE

Eastman Plate Tank 4 x 5, including Solution Cup, Plate Cage and Loading Block,	\$ 3.50	Plate Cage and Loading Block for 4 x 5 plates (can be used in 4 x 5 Premo Film Pack Tank)	\$1.75
Ditto, 5 x 7,	4.50	Eastman Plate Tank Powders, for 4 x 5 tank, per package, ½ dozen,	.20
Ditto, 8 x 10.	10.00	Ditto, for 5 x 7 Tank, per package, ½ doz.,	.35
Kit for 4 x 5 Tank, to take 3¼ x 4¼ plates,	.50	Ditto, for 8 x 10 Tank, per package, ½ doz.,	.50
Kit for 5 x 7 Tank, to take 4¼ x 6½ plates,	.75	Kodak Acid Fixing Powder, per pound,	.25
Do., for 4¾ x 6½ plates,	.75		
Extra Adjustable Kit for 8 x 10,	1.00		



## IN DETAIL

The preceding pages, while they give a general idea of our most popular models, from their limited extent, can not adequately present the many advantages combined in the Premo system of photography.

Should you not find just the information which you require, ask the dealer or write us for our large 48-page Premo catalogue in which you will find more complete description of every model listed herein, and full explanation of the Premo Film Pack and Film Pack Tank.

Listed therein are also many models not described in this booklet, including the Pony Premos Nos. 6 and 7, a full line of view cameras and prices on Premos fitted with various anastigmat lens equipments.

ROCHESTER OPTICAL DIVISION,

EASTMAN KODAK COMPANY,

Rochester, N. Y.

ROBEY-FRENCH CO. Inc.

34 BROMFIELD STREET

BOSTON, MASS.